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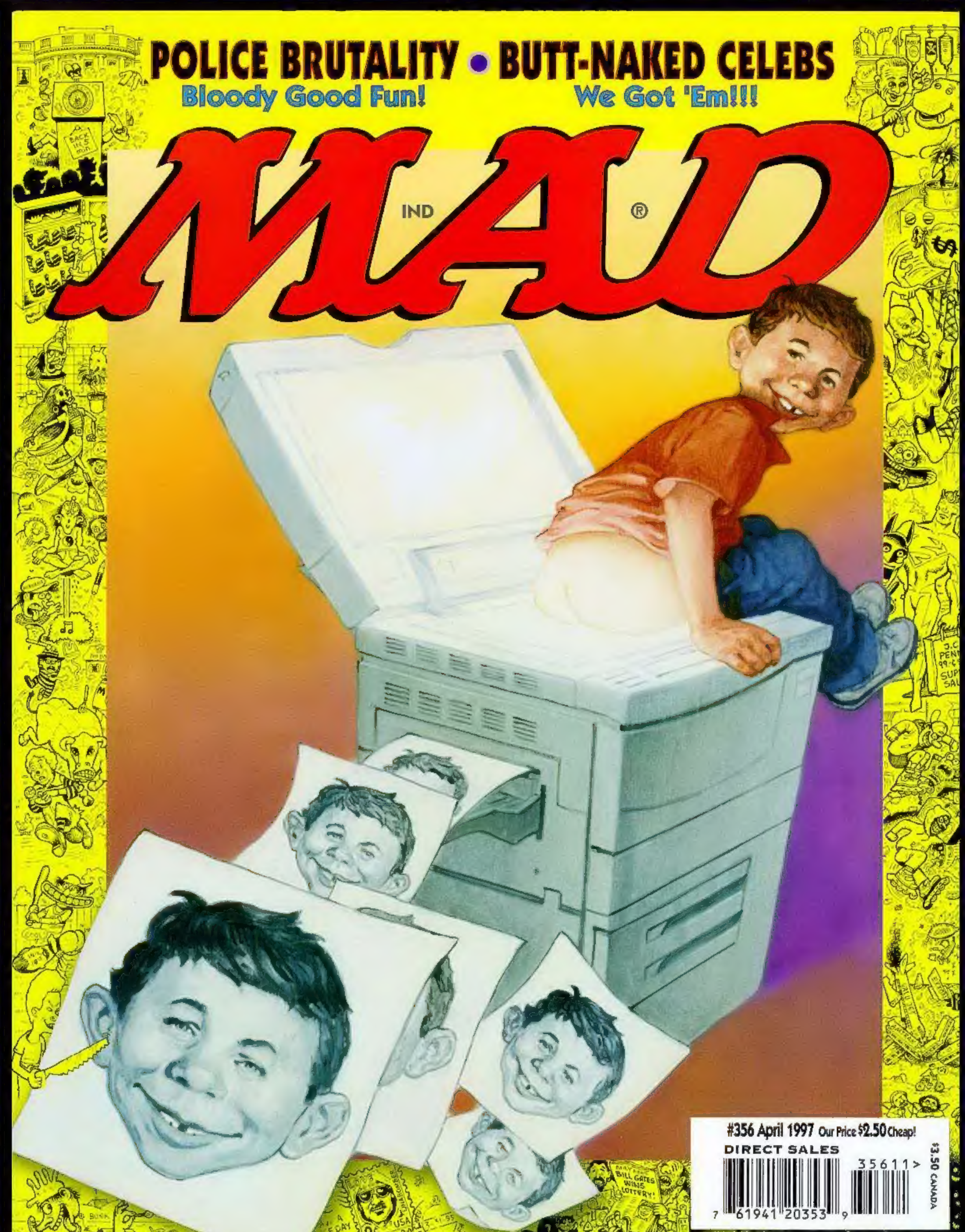

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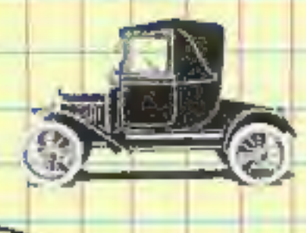

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The Industrial Revolution

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Creation of Music

Creation of Fine Art

Creation of the Theater

Exploration of the Seas

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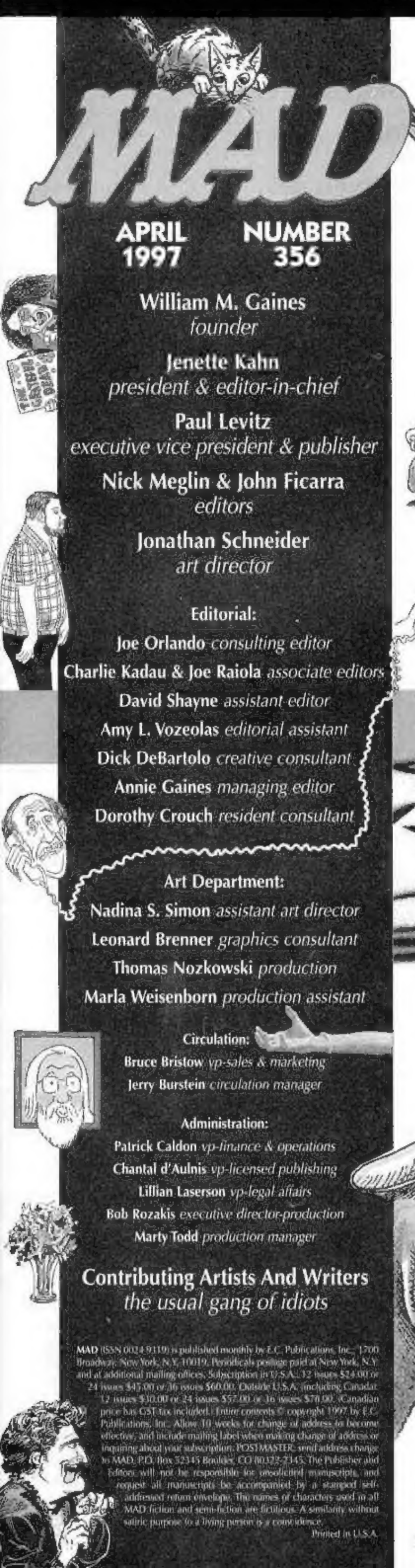

MAD

APRIL 1997 **NUMBER 356**

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the usual gang of idiots

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Printed in U.S.A.

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— Alfred E. Neuman

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FRONT COVER IDEA: TOM BRODERIDGE & LISA DUMOND

ABSOLUT VODKA AD REJECTS
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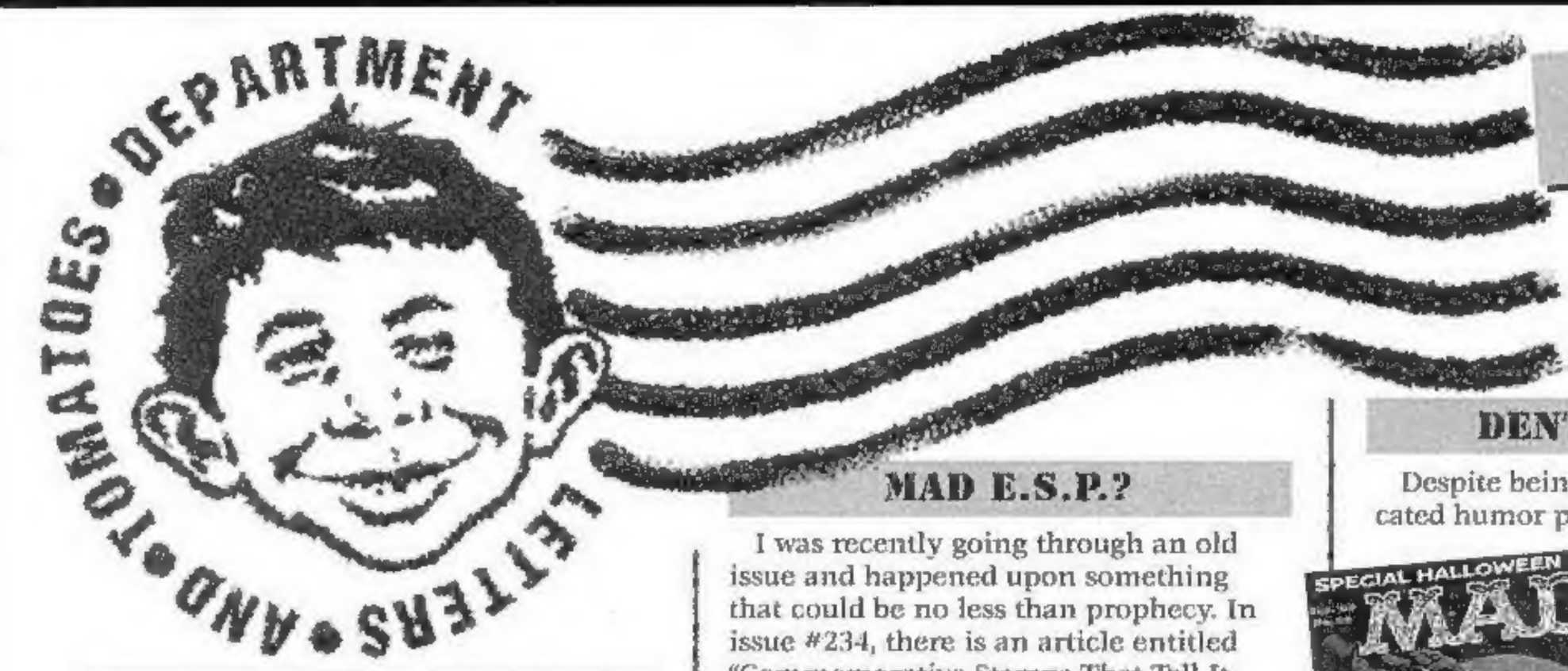

MAD #357
ON SALE
APRIL 29!

TAKING ALFRED TO NEW HIKES

Enclosed is a photo of my friend Chris Ceccarelli holding a banner with a picture of Alfred E. Neuman. Here is the story of this old flag: From 1948 to 1960 I was scoutmaster of Boy Scout Troop 285 in West Seattle. During the mid 1950s some of the boys started bringing MAD on our camping trips. We used to sit around the campfire in the evening and read MAD and make jokes about Alfred E. Neuman and "What, me worry?" I probably never would have paid much attention to MAD if it hadn't been for these kids.

Some of us thought we ought to have a mascot and a flag. The result was the banner you see in the picture. I drew the face on a piece of cloth with a black crayon and then put a hem around it and attached tie-tapes so it could be tied to a stick. Note the stain marks on the flag; it never has been washed.

I am 75 years old now and no longer do any backpacking but I have a lot of color slides of Troop 285 on their summer hikes. I am glad to know that MAD is still going strong and my friend Chris, who is 12 (almost 13) reads every issue.

Will Daly
Seattle, WA

Thank you for your wonderful letter! Thanks especially for leaving out some details, like how the flag got stain marks on it in the first place! —Ed.

MAD E.S.P.?

I was recently going through an old issue and happened upon something that could be no less than prophecy. In issue #234, there is an article entitled "Commemorative Stamps That Tell It Like It Really Is" (pages 14 - 15). One of the stamps commemorates "50 Years of Insurance Frauds" and shows a picture with the caption "Chicago Arsonist Tim 'Torch' McVey." How much closer could you have come to the same name and (alleged) occupation of one of the men (allegedly) responsible for the Oklahoma City bombing 13 years before it actually happened? We can only hope that there are more prophecies that come to pass from your magazine, namely that "cheap" might someday refer to the price and not the content!

Graywolf01@aol.com

From MAD #234, Oct. '82

Wolfie — If you're willing to overlook that all the facts are wrong (it's McVeigh, not McVey; it was terrorism, not arson; it was in Oklahoma, not Chicago) then you're right — we hit the nail on the head! Actually, we consider much more eerie a very early Dave Berg strip indicating bad things ahead for Gen. George Custer at Little Bighorn, months before it happened! —Ed.

DENTAL ILLNESS

Despite being one of the least sophisticated humor products available, I rather enjoy my MAD subscription. I also enjoy wasting time carving pumpkins at Halloween. Enclosed please find photo of one of this year's efforts. Some October issue should/could depict the headless horseman from Washington Irving's *The Legend of Sleepy Hollow* riding with such a jack-o-lantern.

Dr. Henry E. Zimmermann, D.D.S., S.C.
Burlington, WI

Doc — Suggesting a *Legend of Sleepy Hollow* cover? Apparently you've forgotten the cover of MAD #59, our December 1960 issue! Why don't you take a look for it in your waiting room — after all, the issue is only 37 years old, so it's probably still there! (Look for Dr. Henry's carving skills in our special pumpkin section!) —Ed.

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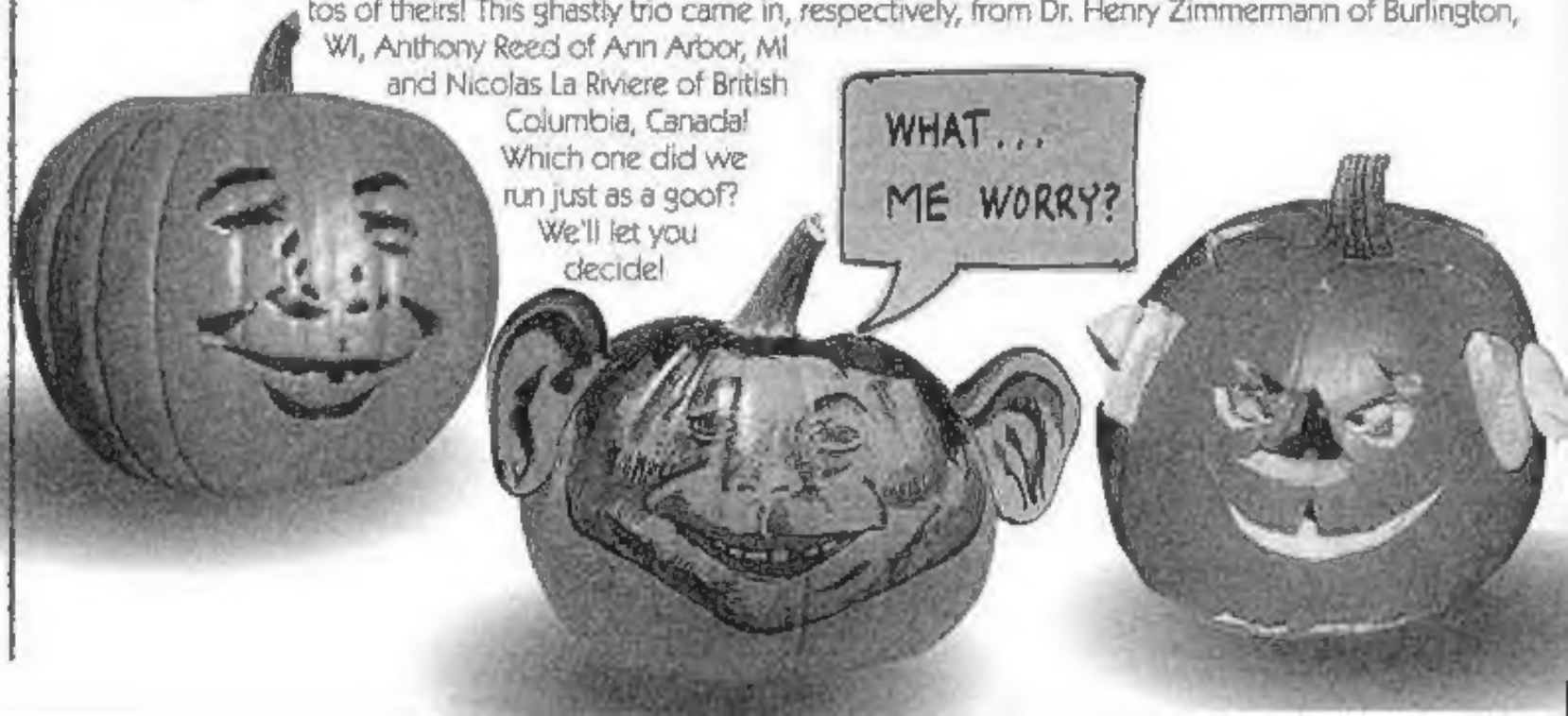
HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 356, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

SMASHING PUMPKINS•SMASHING PUMPKINS•SMASHING PUMPKINS

Around here on Halloween, we don't even carve pumpkins anymore — we just wait for people to send us photos of theirs! This ghastly trio came in, respectively, from Dr. Henry Zimmermann of Burlington, WI, Anthony Reed of Ann Arbor, MI and Nicolas La Riviere of British Columbia, Canada! Which one did we run just as a goof? We'll let you decide!



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IT WAS "THE BEST OF" TIME...

For the tenth consecutive year, we now present two lucky reader's choices for MAD's best of the past year. Why are they lucky? Well, we're not charging them to print their cockamamie lists!

I spent hours mulling over all my '96 issues, selecting the pointless drivel that was superior to all else. Let me tell you, it wasn't easy!

Best Movie Satire: The Nerdcage (#348)
Best TV Satire: Carolwhine Sitting Pretty (#345)
Best Article: Quotes You Can Bet Were Never Said: (#350)
Best Satire of a Movie That Deserved it: Twitsters (#349)
Best Satire of a TV Show That Deserved it: Too Bad About You (#342)
Best Lighter Side of: (#351)
Best Spy Vs. Spy: (#345)
Best Tales From the Duck Side: The Pernicious Plaything Payoff (#344)
Best Cover: 350th Issue (#350)
Best Back Cover: A Fairy Tale We'd Like to See: (#346)
Best Fold-In: Home Grown Nuts (#349)
Best Alfred E. Neuman Quote: (#349)
Best Super Special: #111 (Big Bad MAD #2)
Best Overall Issue: (#346)

Jessi Taylor
Williams, AZ

Here are my choices for 1996's best...

Best Movie Satire: It's Depends Day (#350)
Best TV Satire: Jerkules and Zima (#349)
Best Article: Appliance Story (#345)
Best Satire of a Movie That Deserved it: The Hunchback and Note the Dame (#351)
Best Satire of a TV Show That Deserved it: Single Louts (#350)
Best Lighter Side of: (#350)
Best Spy Vs. Spy: (#350)
Best Tales From the Duck Side: The Dopey Dungeon Debacle (#349)
Best Aragones MAD Look At: Drinking (#343)
Best Cover: Congratulations Class of '96 (#345)
Best Back Cover: Just For Rodman Hair Color: (#352)
Best Fold-In: On the FOX Network (#342)
Best Alfred E. Neuman Quote: (#350)
Best Super Special: #117 (The Aliens Are Here!)
Best Overall Issue: (#346)

Thank you for your (waste of) time!
Bobby Radisky
Monterey, CA

MENTAL DECAY

I am in graduate school and writing a paper on mental illness in the mass media. I would just like to have a brief background on MAD Magazine. I would like to know if the magazine is called MAD in reference to mental illness among other things. Answering as soon as possible is greatly appreciated.

Doo22@aol.com

We'd like to answer, but the people who live upstairs are beaming thought waves into our brains and it...HURTS...SO... MUCH! Where is that tinfoil helmet!? Oh boy, it's juice time...hmmm! Thanks for writing and remember to read *Catcher in the Rye*! Seriously, if you *really* want to know about mental illness in the mass media, write to *The Weekly Standard*, attn: Fred Barnes! —Ed.

WEALTH ON PAPER

I was over at a friend's house a while ago and he showed me a piece of paper (wow!). At first it appeared normal, but when it was held up to a light, a picture of Alfred E. Neuman appears. I was just wondering, how much is it worth?

Hobbes013@aol.com

We contacted Grant Geissman, author of *Collectibly MAD, the MAD and E.C. Collectibles Guide* (Kitchen Sink Press), and he said such a piece of paper would be worth between $1 and $10,000 depending upon the paper's age, condition and (most importantly) the gullibility of the person who wants to buy it! We don't have such a piece of paper ourselves, but if you're interested (and you sound like the kind of person who would be) we do have a corn muffin that bears an uncanny resemblance to Federal Reserve Chairman Alan Greenspan! It's a steal at only $9,999! —Ed.

WHAT SORT OF PEOPLE READ MAD?
Unsolicited Photos Sent In By Our Readers
Johan, Lourdes & Junior Amador Tegucigalpa, Honduras
Goddess Ambrosia Brooklyn Heights, NY
Rev. David Porter Misso Tulelake, CA
Marshall Birnbaum Baldwin, NY
Denise Weick Chicago, IL
Scoutmaster Will Daly Seattle, WA
Miami & Nikki Payne Ontario, Canada
MIAMI
NIKKI
MAD
Ellie Jones Melrose, MA

A good storyteller always adds a little bit of his own personality and unique sensibilities to whatever story he's telling. A rotten story-

KIDS' CLASSIC STORIES

Pinocchio
as told by Bill Clinton

The story of Pinocchio should inspire us all. In his early years, people mocked him for being a wooden puppet, but, like Vice President Gore, he struggled mightily to overcome that negative image.

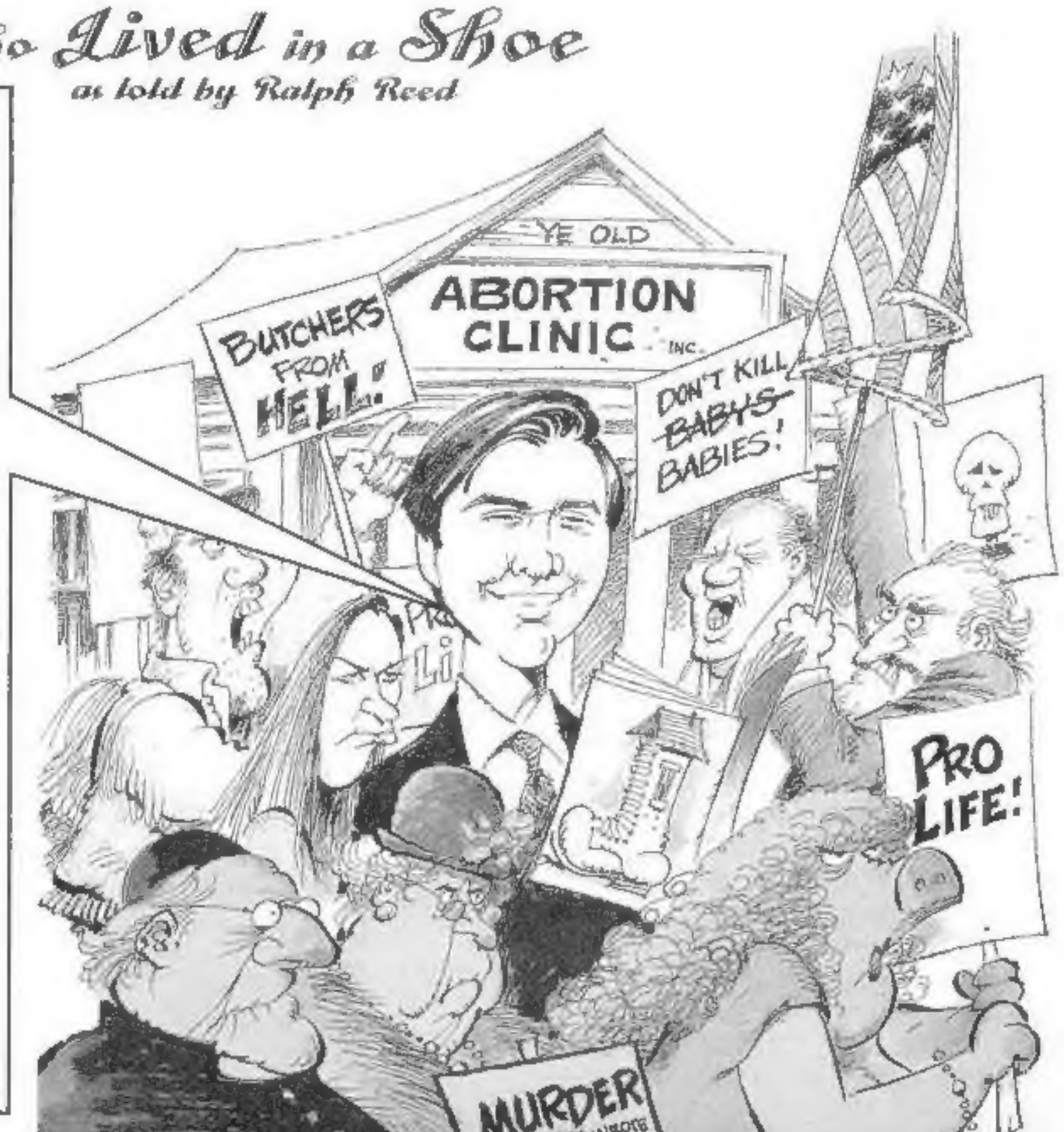
Pinocchio, however, had a bigger problem, and I can feel his pain. From time to time, he told a lie, and whenever he did his nose grew longer and longer. This was harsh punishment even though most of his lies were understandable. Pinocchio, you see, was protective of his family, friends and former business associates and he felt that telling the truth might hurt them, not that he was personally responsible for anything bad they'd done.

But he knew that if he continued to lie, he'd never turn into a flesh-and-blood human being. So he came up with a very clever solution. By avoiding telling the truth, he wouldn't have to lie. From then on, whenever he was asked a tough question about his ethics or hanky-panky, he never answered it directly. Instead, he would skirt the issue. No, wait, "skirt" is another problem I'd rather not get into right now. Anyway, he waffled or talked around it in vague generalities, which meant, of course, that no one could technically accuse him of lying, even if he was testifying under oath for some politically-driven special prosecutor.

Happily for Pinocchio, his cleverness paid off and he was granted his wish to become a human being. So let us remember the moral of the story: Waffle your way through life and you will be rewarded with success, power and riches. After all, would I lie to you?

The Old Woman who Lived in a Shoe
as told by Ralph Reed

There was an old woman who lived in a shoe
Who had 17 kids, and she still wasn't through;
Each year she got pregnant
and gave birth once more,
And they filled up her shoe
till she couldn't keep score;
A God-fearing Christian, she valued each soul,
But the pro-choice fanatics raged out of control;
"Go have an abortion!" they yammered each time,
But she knew such an act was a villainous crime;
"I've heard of those filth-ridden clinics of slaughter,"
She said, hatching out a new son or new daughter;
"I've heard Pat Buchanan and know all too well
That those murderous doctors are butchers from hell;"
Today the old woman still lives in her shoe,
Though how she's subsisting we've nary a clue;
It's rotting and leaking, her leather enclosure;
so far, 13 children have died of exposure,
While eight or nine others, who lack medication,
Will perish quite soon from disease and starvation;
Some say she needs handouts to help her along,
But welfare is wasteful and morally wrong;
The lessons of hardship are ones she must learn,
And her hopes of survival are not our concern;
So let's praise the old woman who lives in a shoe,
Who resists the pro-choicers as true Christians do;
By rearing her children midst trouble and strife,
She can proudly proclaim, "Hey, I've given them life!"



teller always adds his biases, prejudices and his own twisted, demented thought to whatever story he's telling, as is the case in these...

AS TOLD BY FAMOUS PEOPLE

Goldilocks and the Three Bears
as told by Louis Farrakhan

Goldilocks — her real name was Goldberg — was a forest merchant who preyed on the less fortunate with typical Jewish cunning and greed. So it was that when the Three Bears were away attending the Million Bear March, she broke into their house to repossess the goods she'd sold them.

They were only a week behind in their payments, plus the 37 percent monthly interest charges, but to Goldilocks they were deadbeats. "Business is business," she said, rubbing her hands together as only miserly Jews can do.

Filled with a new sense of Bear pride, the family returned home and were heartsick to find that their most valued possessions had been taken away.

"Some Zionist oppressor has stolen my Black and Decker Workmate!" cried the Papa Bear.

"Some money grubbing Hebrew infidel has stolen my Amana Range!" cried the Mama Bear.

"Some sheeny meanie has stolen my Barbie and Mustafa Dolls!" cried the Baby Bear.

And with that the family joined forces with all the other victimized bears and drove Goldilocks out of the forest.

Naturally, the events related here were not reported by the press, but that should not surprise us. As everyone knows, the media is totally controlled by the Jews.

Cinderella *as told by Howard Stern*

Take my word for it, Cinderella was sooo hot. Problem was, her life sucked. Her father, a real A-Hole, got remarried to a semen-receptacle who had two daughters, both ugly cows who smelled like Jackie's crotch.

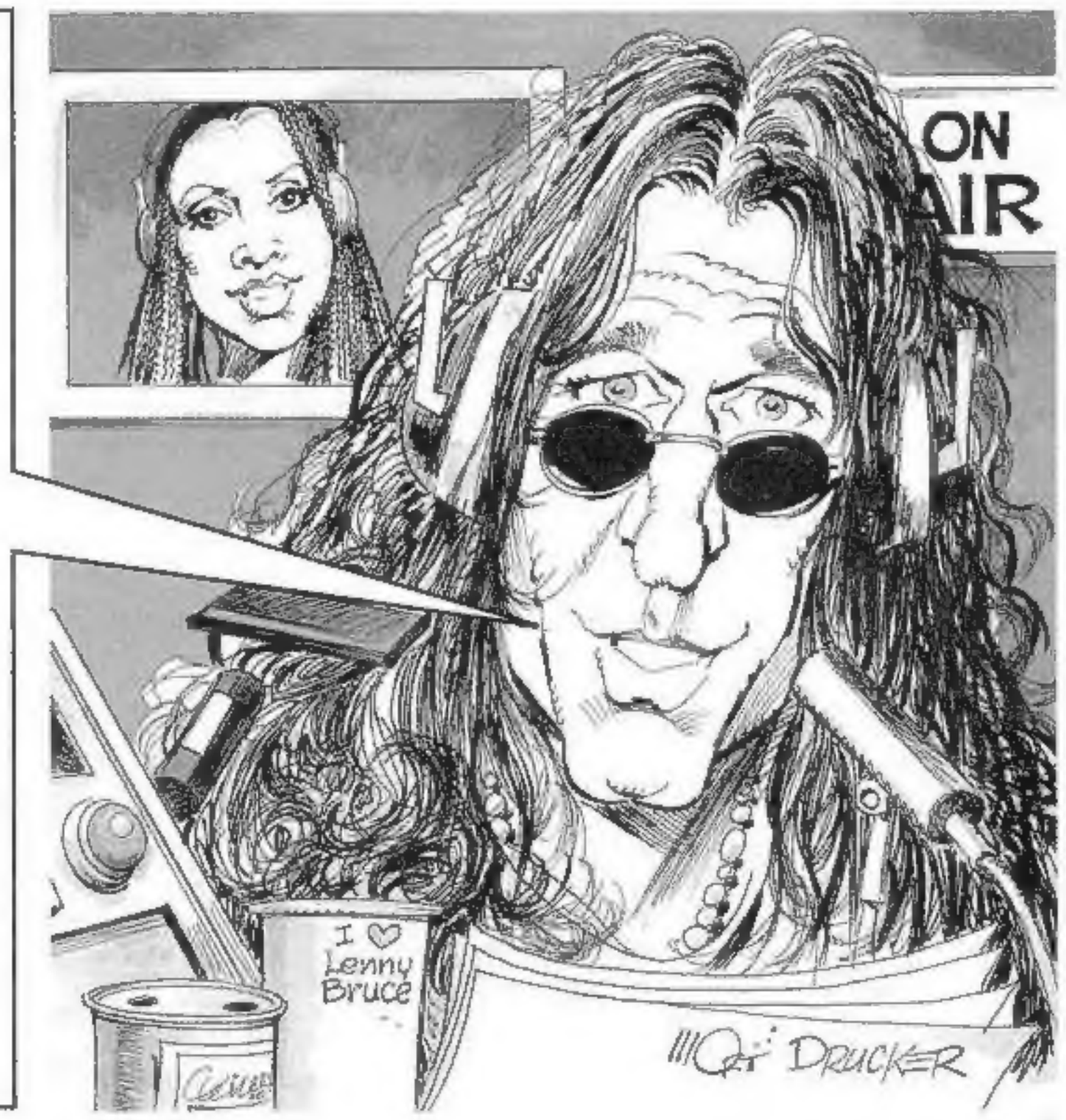
Cinderella's life was in the toilet, Robin. Her stepmother and stepsisters treated her like a douche bag. But though she got dumped on, Cinderella never complained. For all I know, she may have been a closet bondage freak and got turned on by the abuse.

The local prince, who'd gotten tired playing with himself, was giving a palace ball to find himself a bride. The fat-assed stepsisters were allowed to go, but not Cinderella, who was tied up in her room. That's so hot!

Suddenly there appeared her fairy godmother, a cross-dressing lesbian in black leather and waving a magic whip. Oooh, what I would love to do to her, Robin. Oh, God! But anyway, the fairy godmother said to Cinderella, "Get it on with me, and you'll go to the ball." "Whatever you want," said Cinderella, who swung both ways and loved the idea of being a sex slave.

"You make me so horny. Man, I wanna do you!" said the prince when he danced at the ball with Cinderella, but at midnight she fled the castle, leaving behind her G-string. For days afterward, the prince searched for its owner. Both stepsisters tried it on, but they both had fat asses so they didn't stand a chance.

Finally it was Cinderella's turn. The G-string fit perfectly around her hot, wet...oh man! She and the prince were married and, sharing their bed with the kinky fairy godmother, lived homily ever after.



ARTIST: MORT DRUCKER WRITER: FRANK JACOBS

ANGSTER'S PARADISE DEPT.

MONROE &

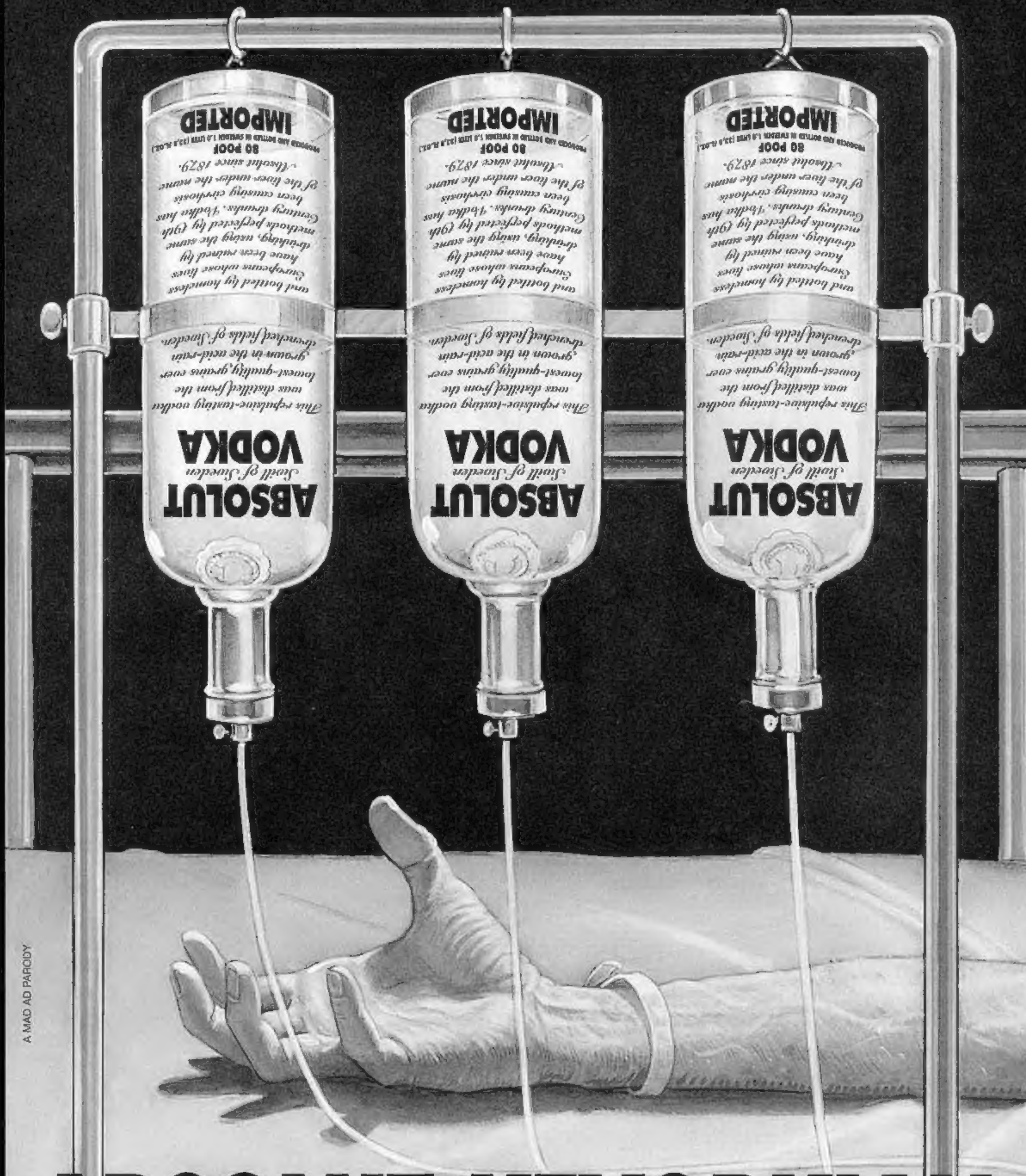
It's painful-childhood-memory-time!

Meet your newest best buddy Monroe, and join him on an angst-ridden teenage adventure!

...this is Kathy Rugby for Free-Stay Maxi Pads...
That reminds me, Monroe – run down to the market and fetch me some tampons!
SPAWN KILL
HOLY BIBLE NEW

THE CURSE

ARTIST: BILL WRAY WRITER: ANTHONY BARBIERI


This refreshing vodka was distilled from the lowest-quality grains ever grown in the acid-rain drenched fields of Sweden.
and bottled by homeless Europeans whose lives have been ruined by drinking, using the same methods perfected by 19th Century drunks. Vodka has been causing cirrhosis of the liver under the name Absolut since 1879.
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IMPORTED
ABSOLUT
Sjuttl of Sweden
VODKA

ABSOLUT KEVORKIAN.

HEAD OF THE CRASS DEPT.

That Joey Buttafuoco's not such a bad guy. Sure, he cheated on his wife, slept with a minor and made a career as America's most noteworthy scuzzbucket. (No small feat with Senator Bob Packwood around!) But consider this: Joey's redefined male valor and gallantry for a new generation of sleazy, pot-bellied, desperate men! Here's...

JOEY BUTTAFUOCO'S GUIDE TO CHIVALRY

The Situation:
Your date for the evening is approaching the car door.

The Question:
Is it appropriate to open the door for her?

Joey's Solution:
Let's put it this way: If ya paid her less than thirty bucks, sure, be a stand-up guy! But if she's charging Heidi Fleiss prices, hey, let the rich bitch get her own door!

The Situation:
You're at a restaurant on a first date with a little honey who seems eager to play the role of your after-dinner mint. She offers to pay for her half of the meal.

The Question:
Should you accept her money?

Joey's Solution:
No way! Spring for the pasta! It's a small price to pay compared to what it'd cost ya for X-rated videos and one of them blow-up dolls if you were to spend the night alone!

ARTIST: KYLE BAKER WRITER: C.J. BURKE

The Situation:
You're sitting on the subway reading the newspaper. You look up and see a tired looking chick standing over you.

The Question:
Should you offer her your seat?

Joey's Solution:
Hey, they want to be "equal," right? Let her stand! Unless she's wearing one of them low cut blouses that you can see down past her boobs to her navel! In that case, give her your seat right away and then enjoy the view all the way to Africa!

The Situation:
You're rushing through a department store and arrive at your escalator at the same time as a hot babe.

The Question:
Should you stop and let her go in front of you?

Joey's Solution:
Ask yourself, "Do I want this chick's butt in my face for the next 45 seconds, or what?" If your answer's yeah, hop right on behind her! If your answer's no, then just cut in front of her, or let her go, breathe deep and wait for a chick with a better butt to come along!

The Situation:
A foxy babe with a body more curvaceous than the Pacific Coast Highway accidentally drops her purse, spilling its contents on the sidewalk.

The Question:

Should you help her reclaim the displaced articles, or casually stand back, gawking at her breasts and butt as she collects her belongings?

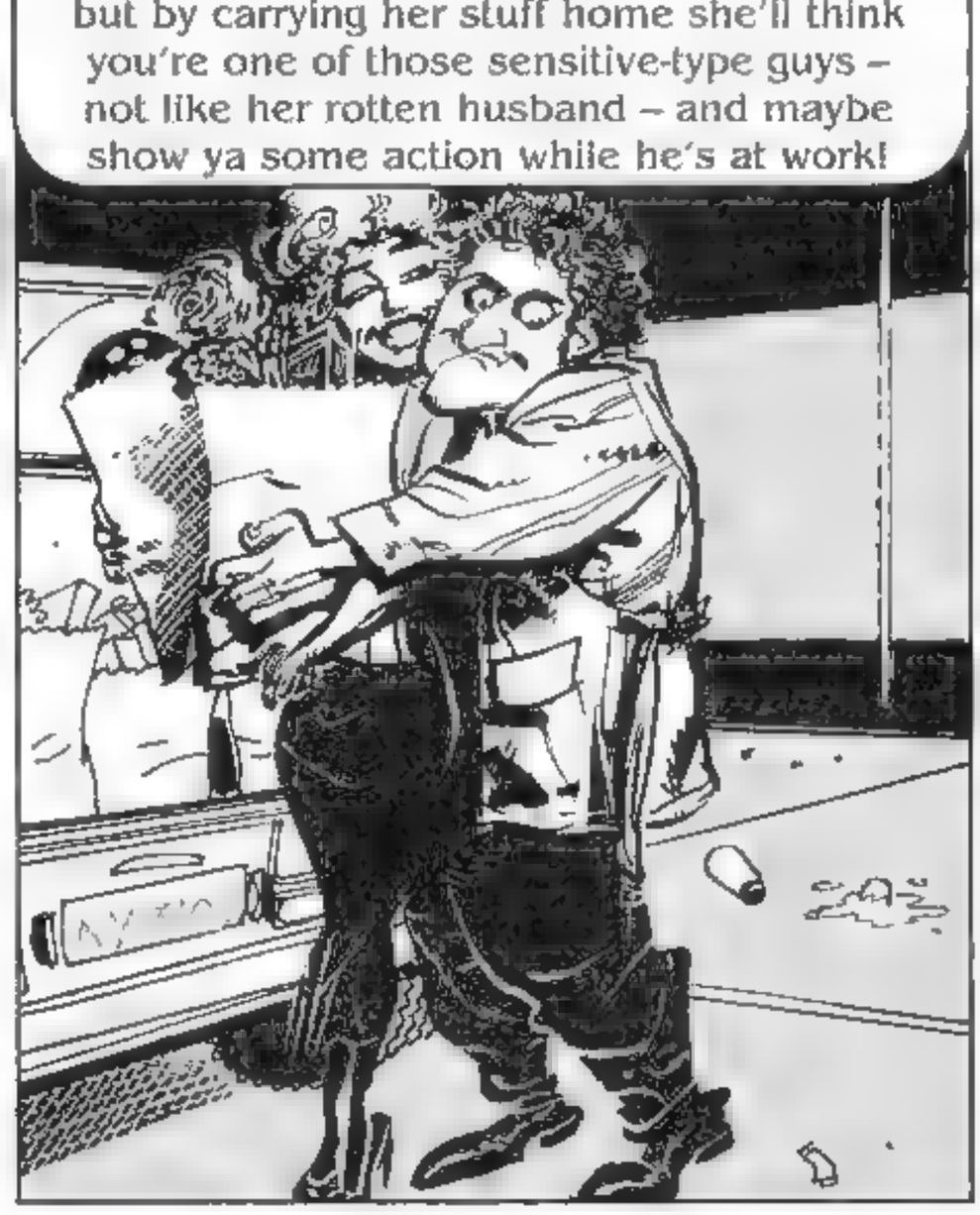
Joey's Solution:
Don't be a putz all your life! Introduce yourself and get an up-close view of her cleavage! Pay close attention to the crap in her bag and you might even be able to find out what kind of protection she carries – you know, the pill, condoms, mace, that kinda thing!

The Situation:
While out for an afternoon stroll, you bump into a buddy's old lady overloaded with packages.

The Question:

Should you offer to help carry her load?

Joey's Solution:
Of course, give her a hand, dickweed! It's a great chance to cop a few cheap feels when you reach for the packages! Not only that, but by carrying her stuff home she'll think you're one of those sensitive-type guys – not like her rotten husband – and maybe show ya some action while he's at work!



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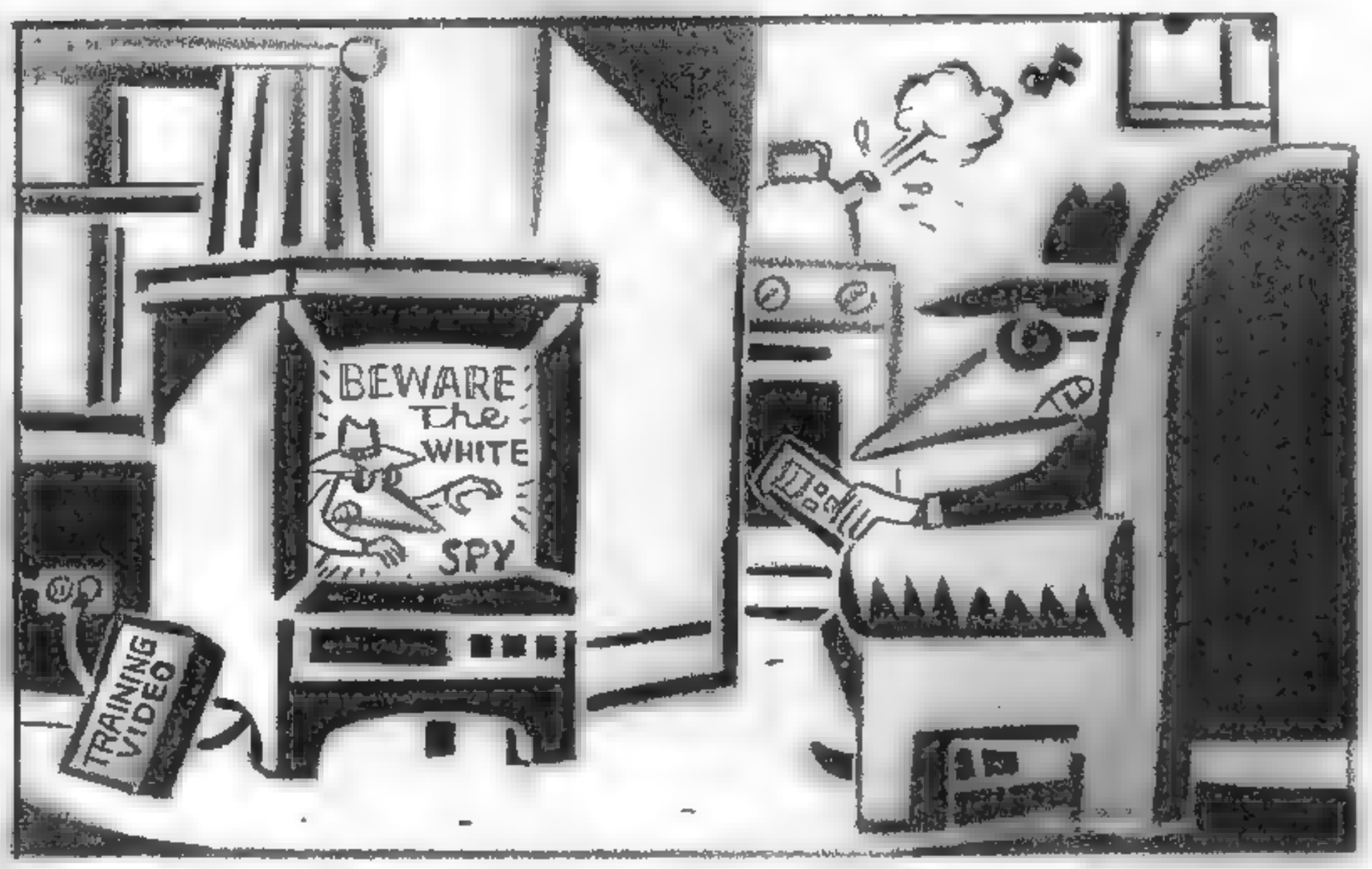
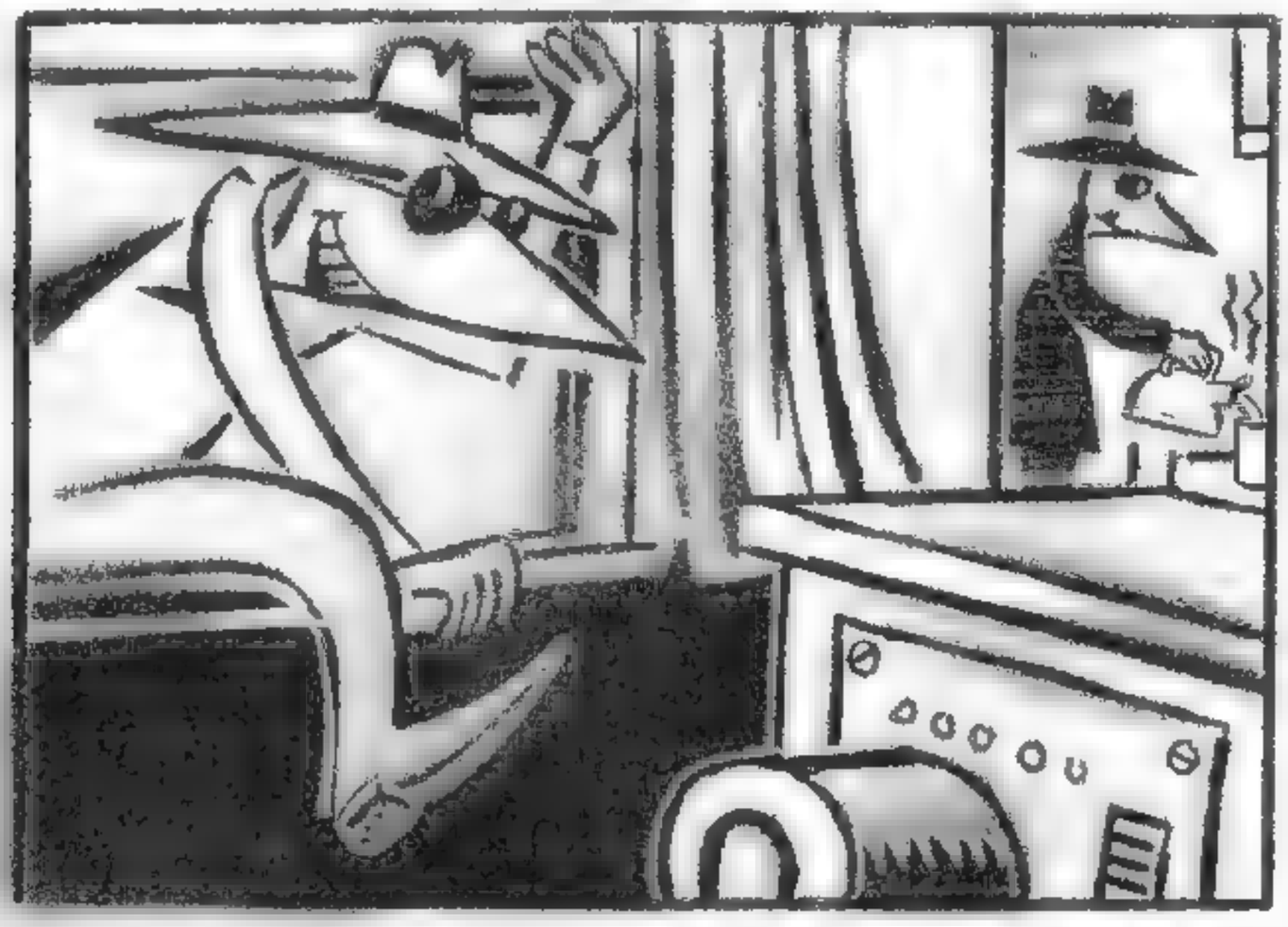
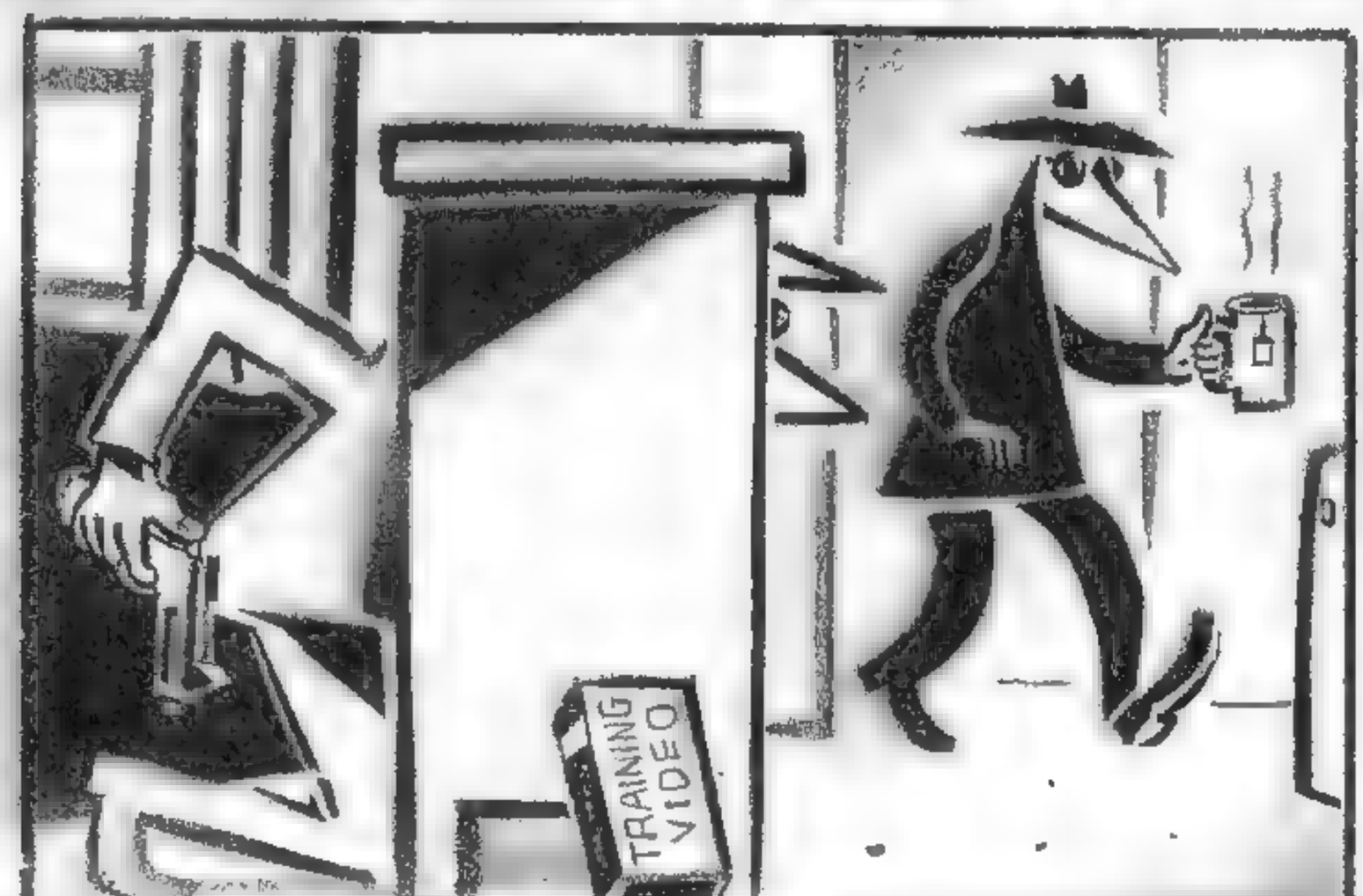
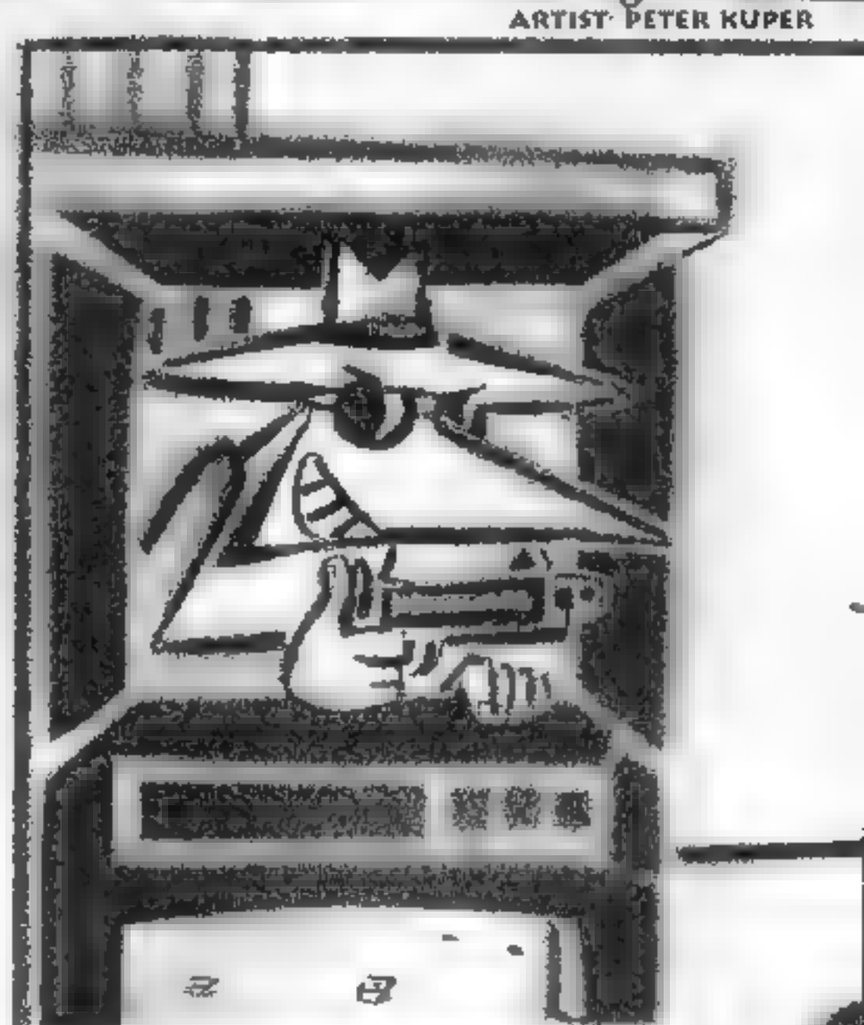
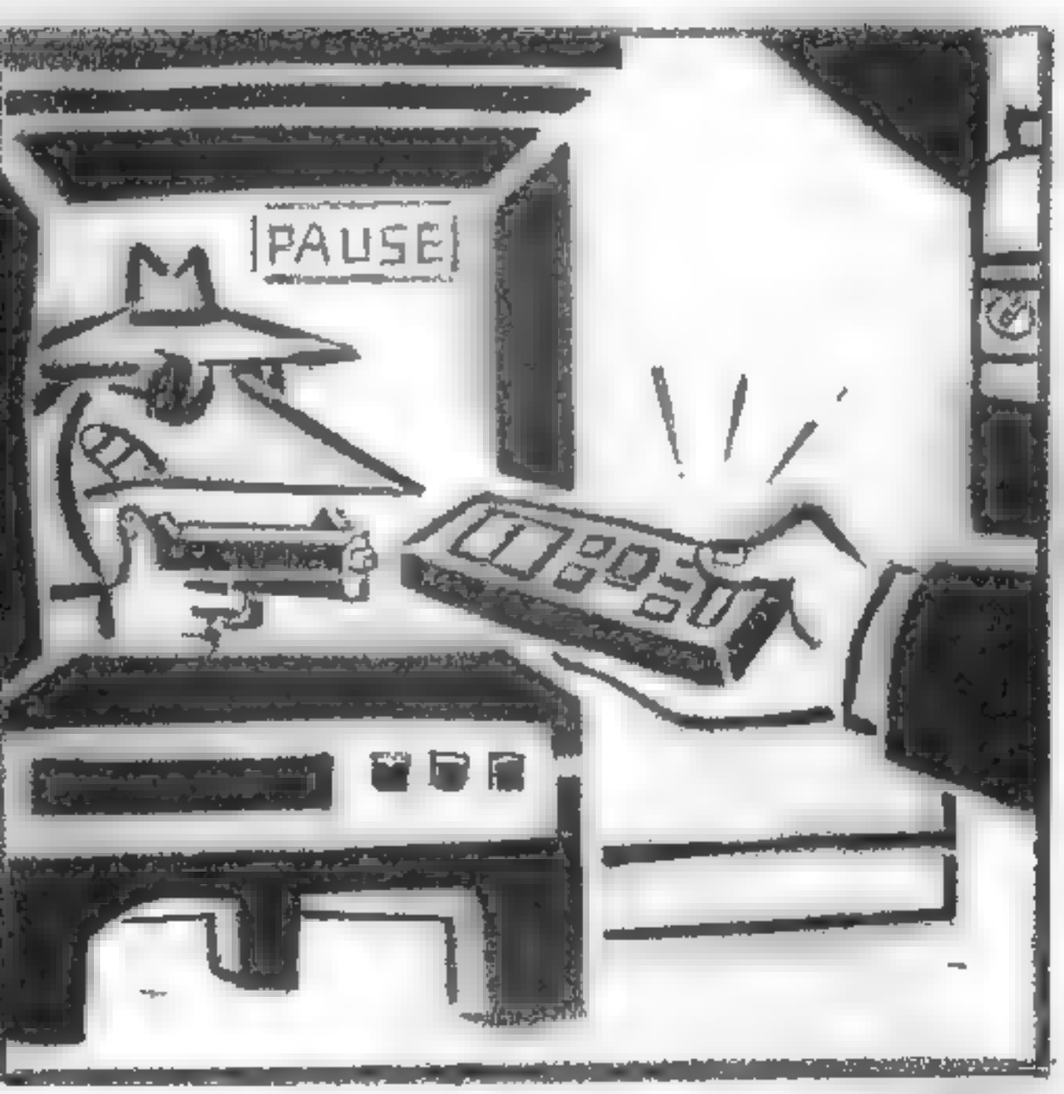


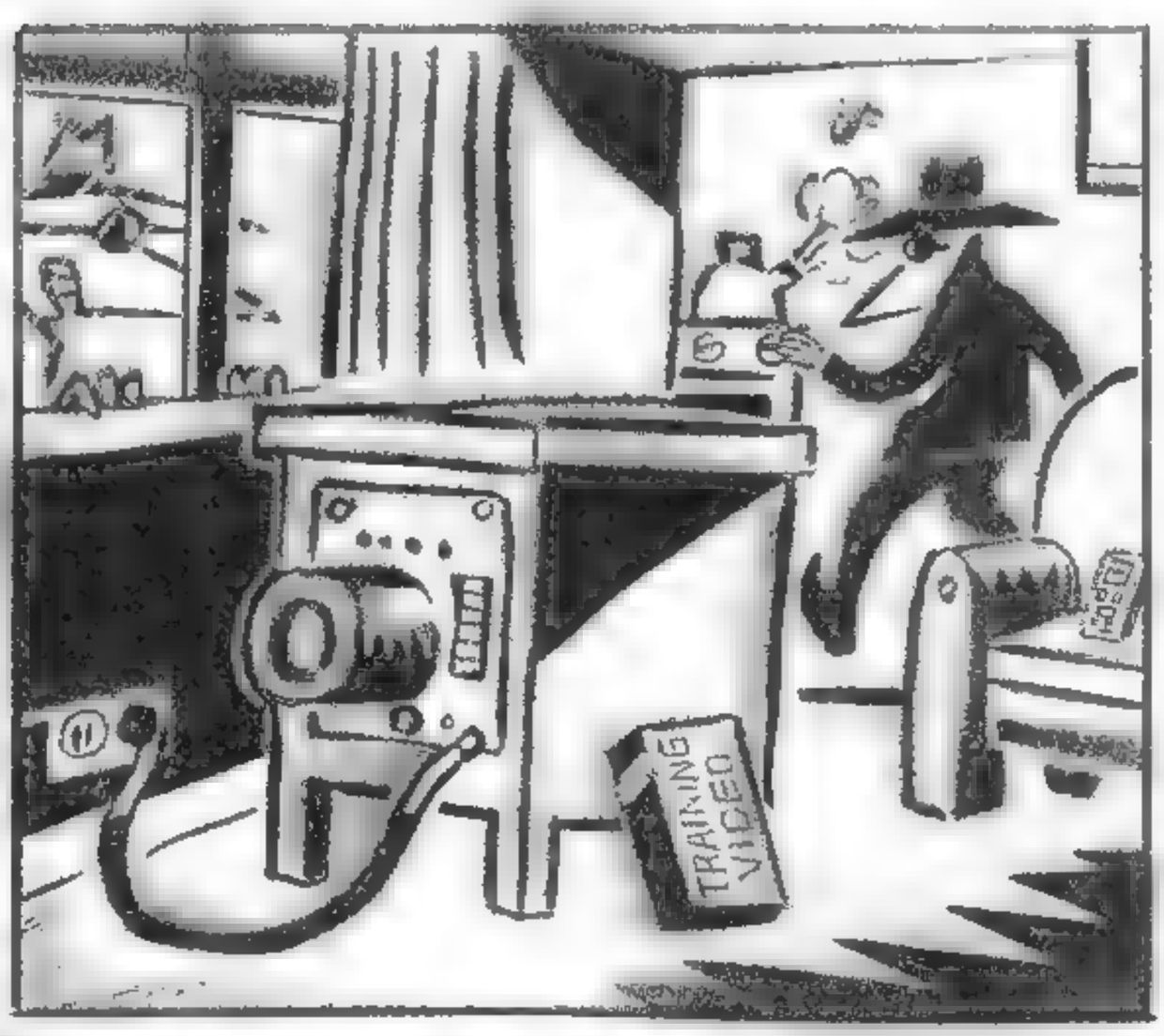


ARTIST: PETER KUPER

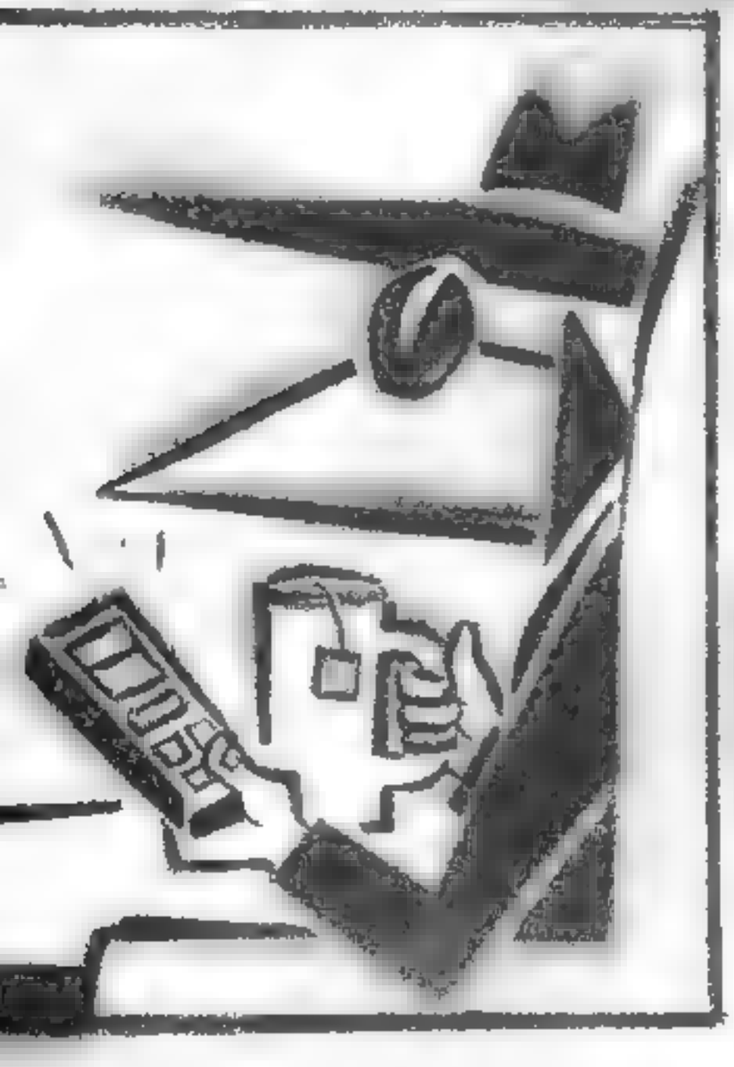


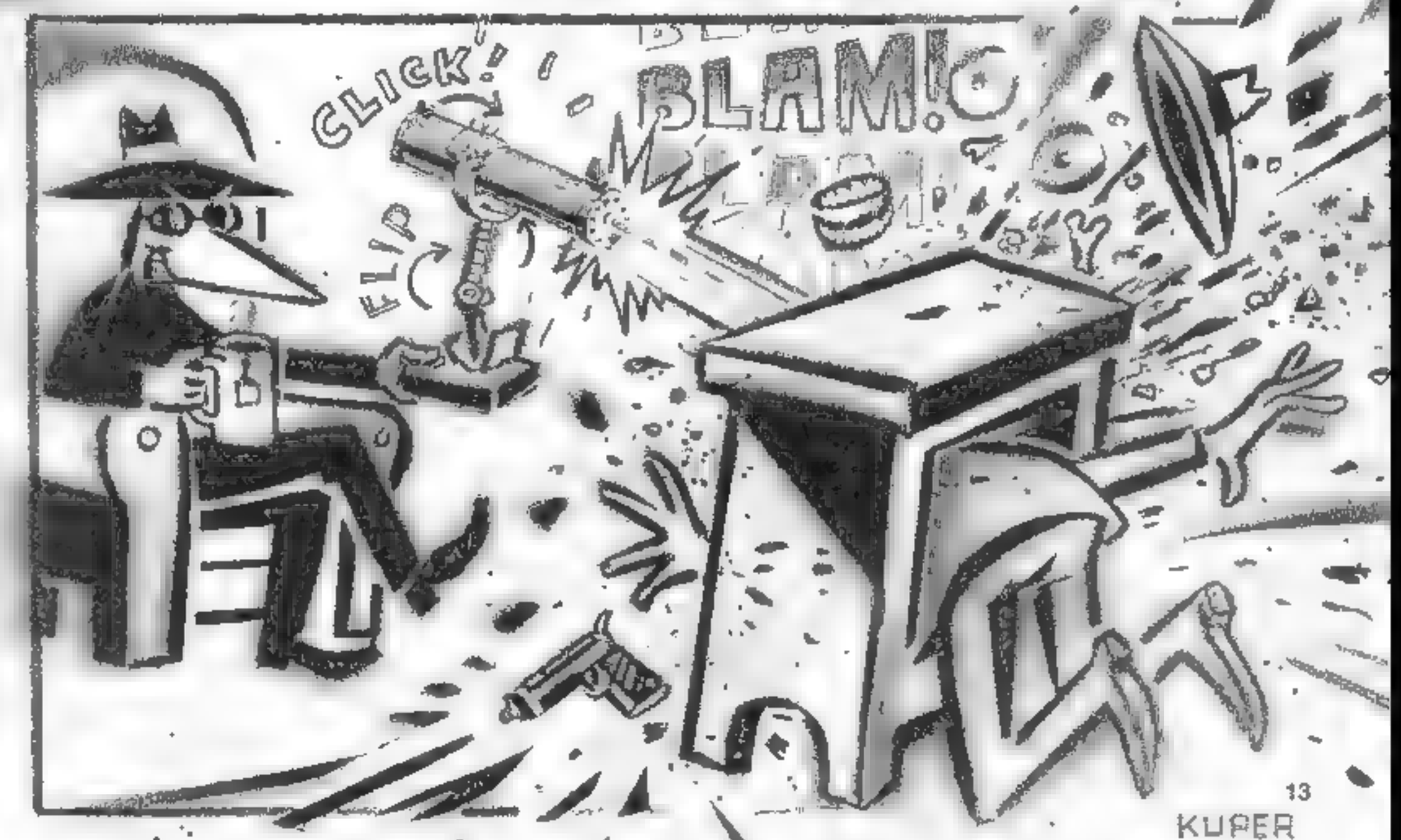






WRITER. MICHAEL GALLAGHER





COWARD'S END DEPT.

One Grim Day in a Waiting Room

Dr.Grady Pounder
PROCTOLOGIST

Dr.Grady Pounder
PROCTOLOGIST

Dr.Grady Pounder
PROCTOLOGIST

NEXT PLEASE!

Dr.Grady Pounder
PROCTOLOGIST

TOM BUNK

ARTIST: TOM BUNK WRITER: SEAN EISENPORTH

THE GENERATION CRAP DEPT.

ARTIST: RICK TULKA WRITER: RUSS COOPER

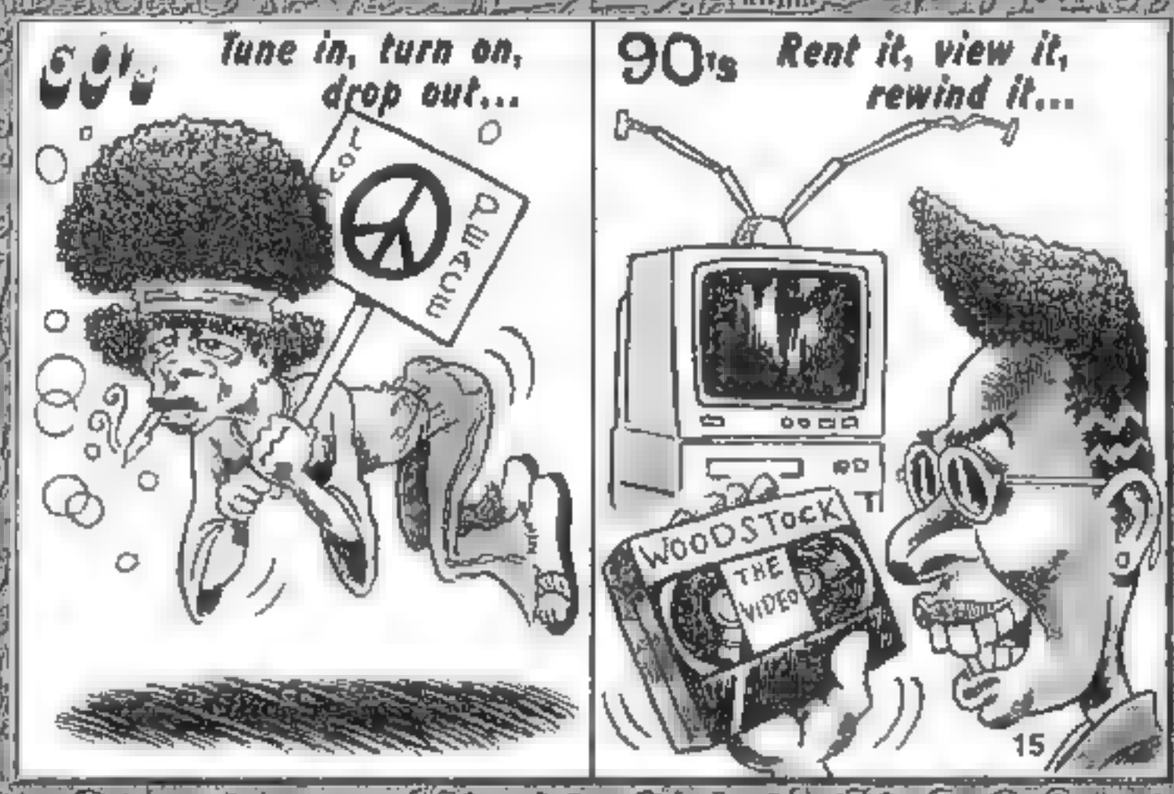
Generations come and generations go, and with each change of an era comes challenging personal and social issues, revolutions, rebellions and an idealist youth culture. The Sixties brought Vietnam, Kent State, LBJ, while the Nineties, well...let's just say the times they are a' changin' as MAD contrasts the...

60s AND THE AIDS 90s

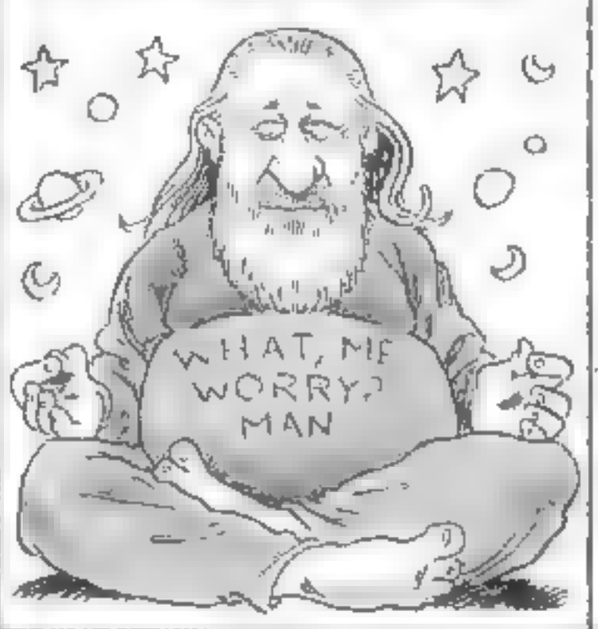
VOICES OF A GENERATION:

60's SIMON & GARFUNKEL

90's BEAVIS & BUTT-HEAD



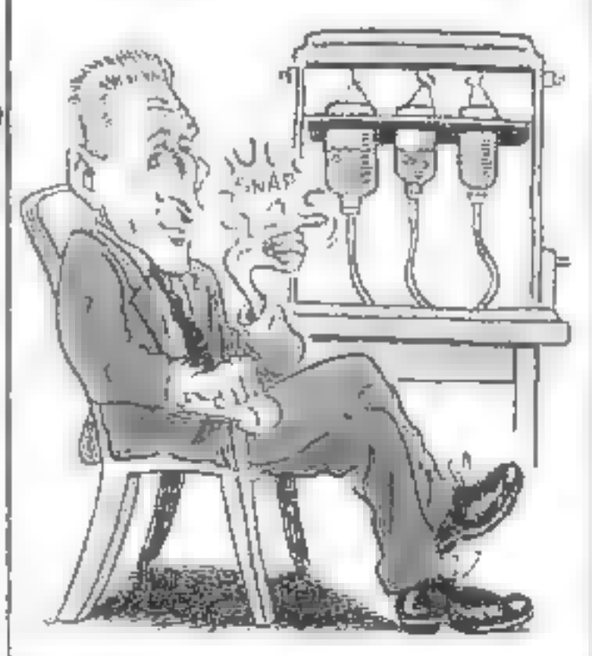
60's Inner-peace-seeking Zenmasters



90's Inner-shank-tweaking Thighmasters

60's DR. STRANGELOVE

90's DR. KEVORKIAN



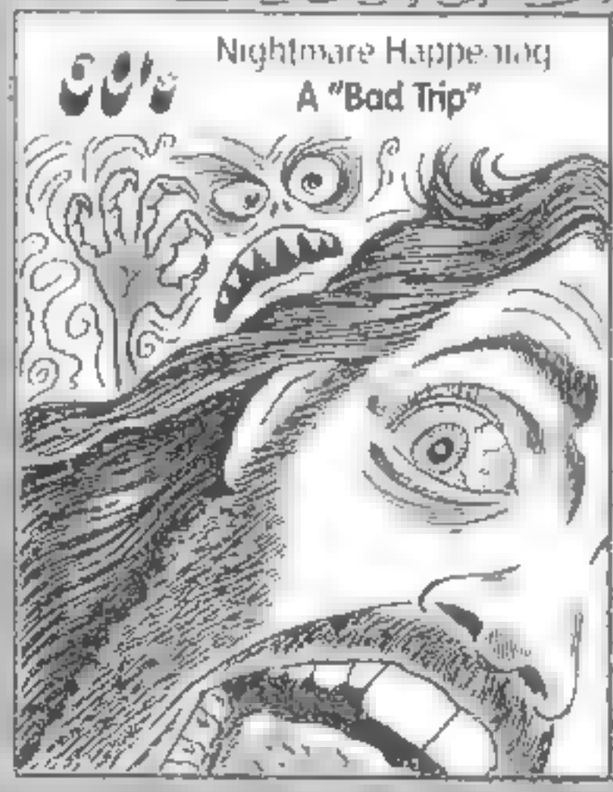
60's Minority Hero: Rosa Parks

90's Minority Hero: Rosa Lopez

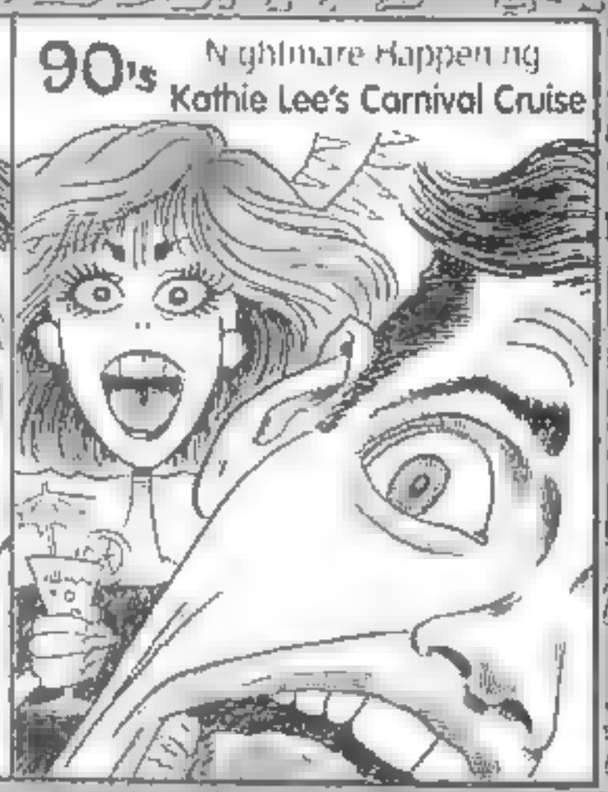
60's Social Journalists: Capote, Wolfe, Thompson

90's Social Journalists: Ricki, Geraldo, Oprah

Nightmare Happening A "Bad Trip"



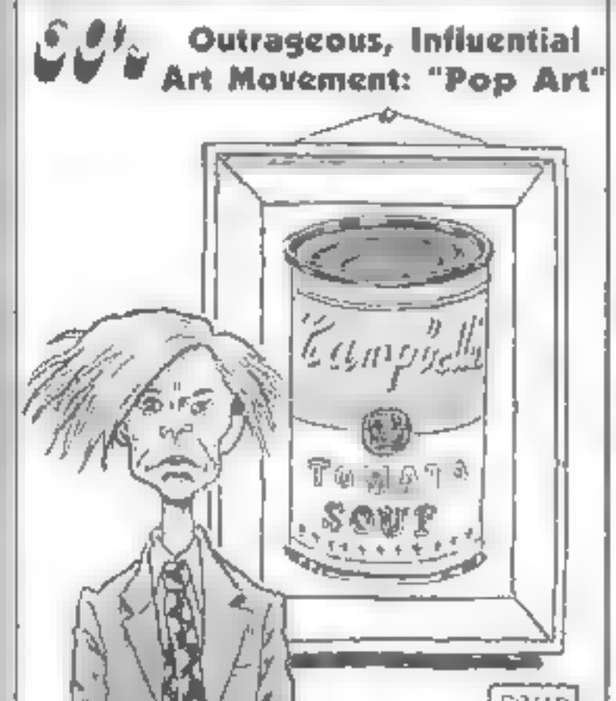
90's Nightmare Happening Kathie Lee's Carnival Cruise



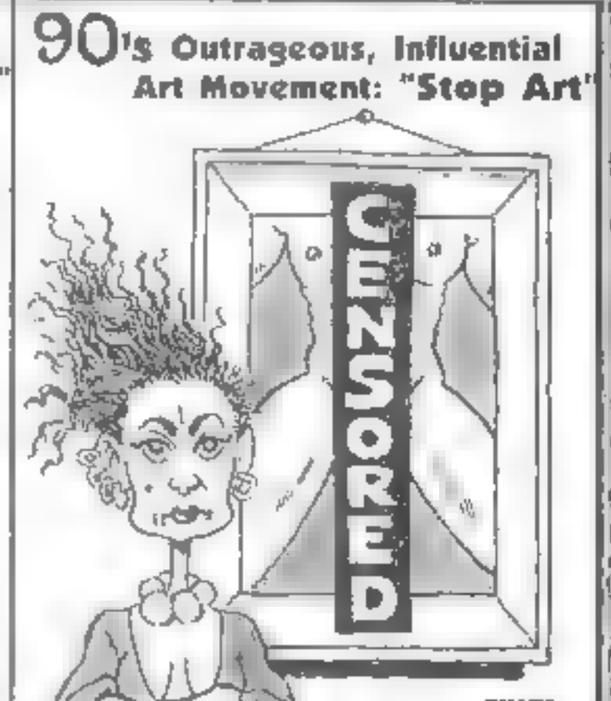
60's The British Invasion

90's The Illegal Alien Invasion

60's Outrageous, Influential Art Movement: "Pop Art"

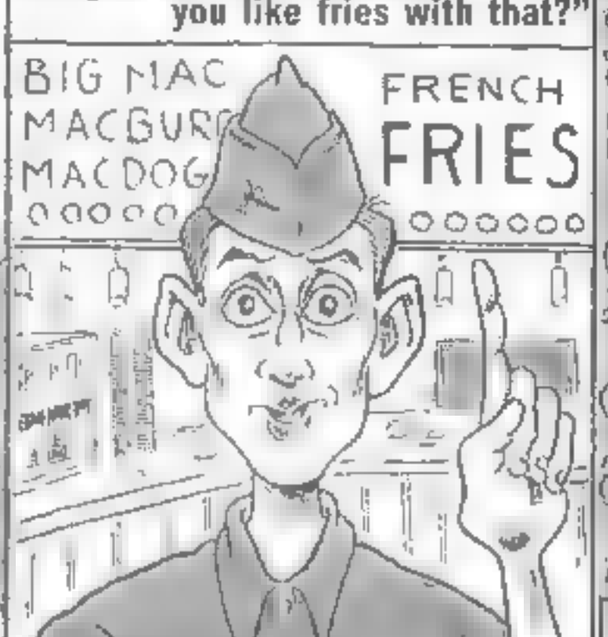


90's Outrageous, Influential Art Movement: "Stop Art"



60's The Big Question: "Is God Dead?"

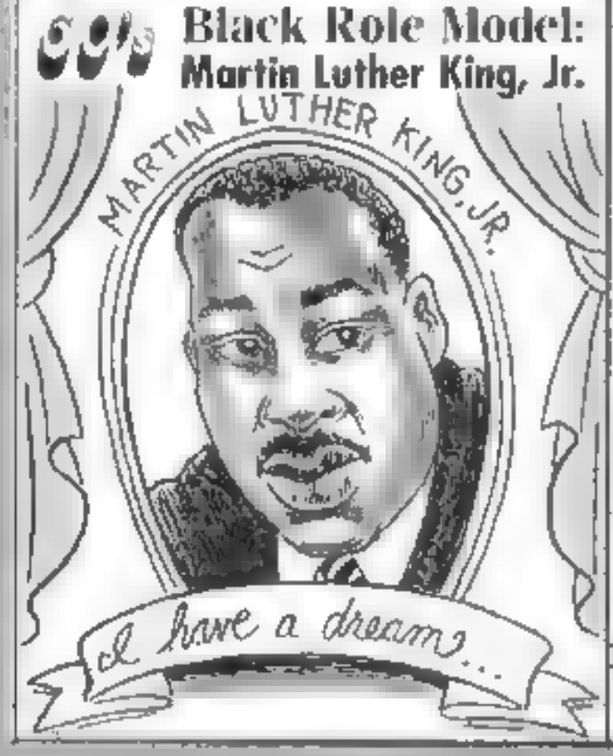
90's The Big Question: "Would you like fries with that?"



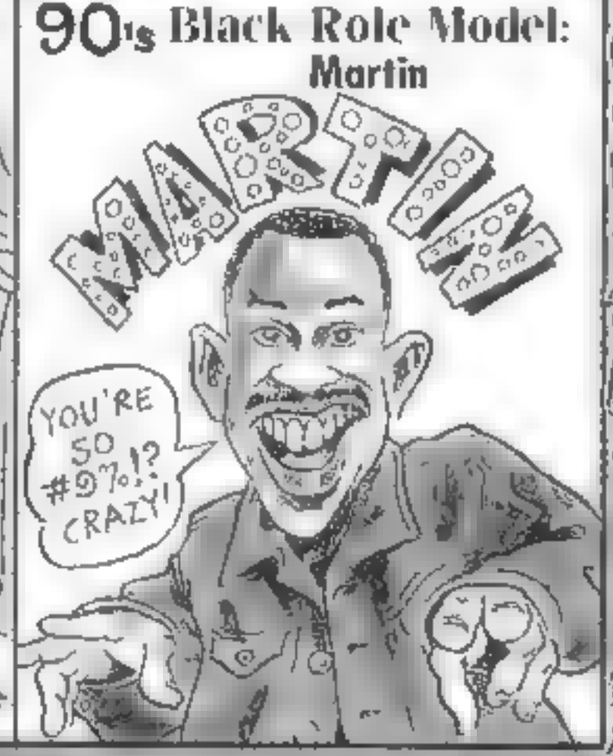
60's "Make Love, Not War"

90's "Don't Ask, Don't Tell"

60's Black Role Model: Martin Luther King, Jr.



90's Black Role Model: Martin

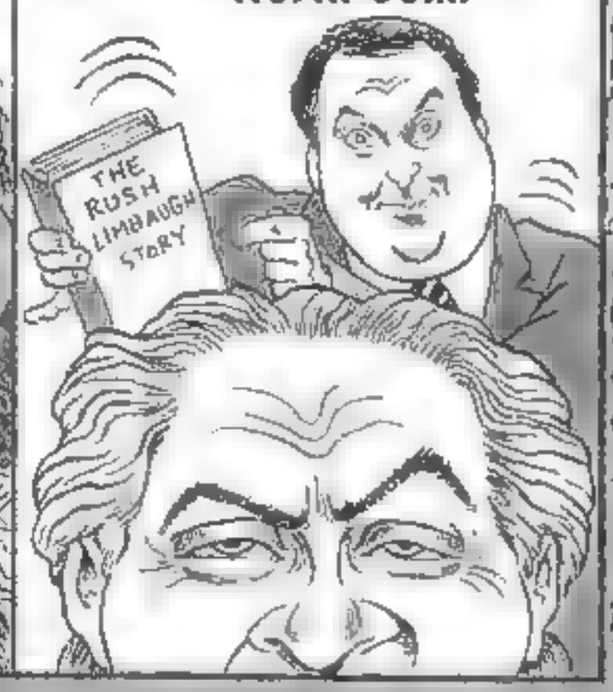


60's BRA-BURNING

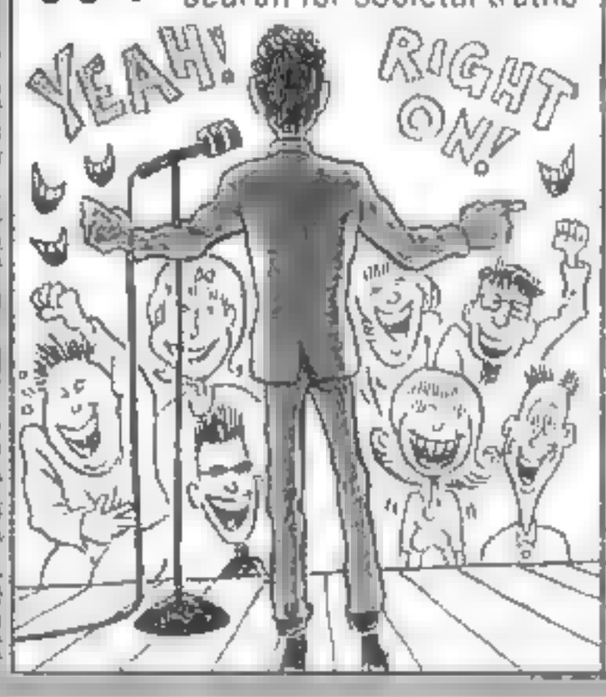
90's WONDERBRA-ING

60's Mind-altering mushrooms

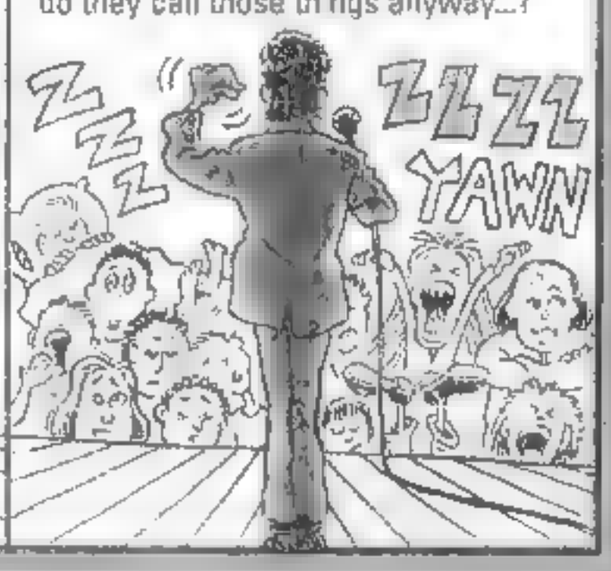
90's Mind-narrowing Rushrooms



60's Lenny Bruce and his search for societal truths



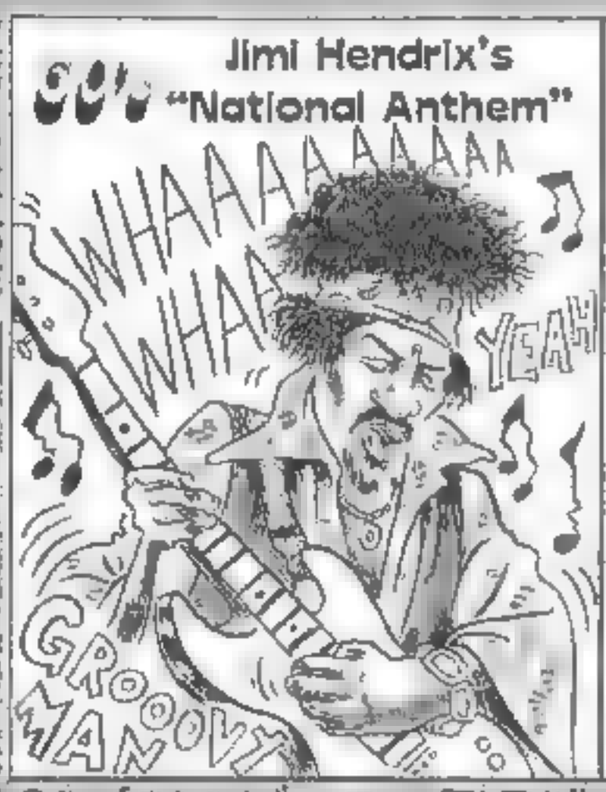
90's Jerry Seinfeld and his search for the litt e plastic thing on the end of your shoelace that nobody knows what it's called...you know what I mean...that thing...what do they call those th ngs anyway...?



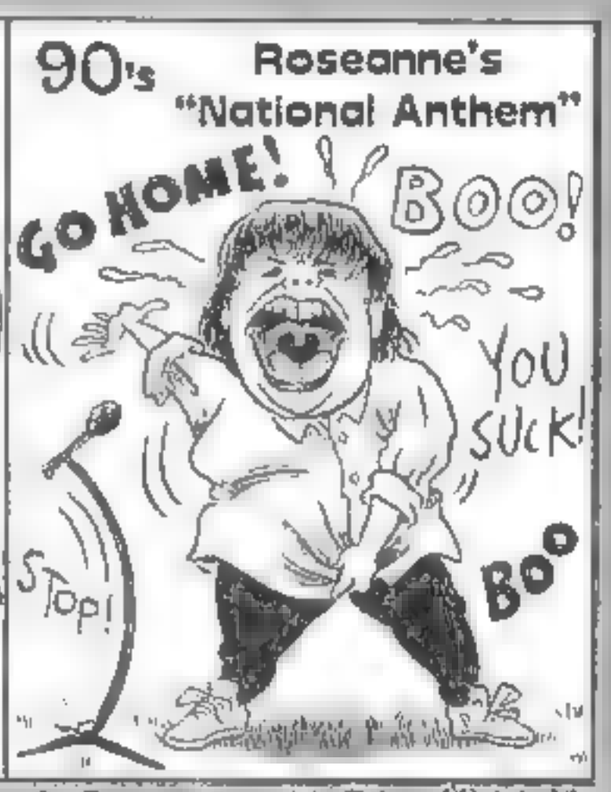
60's "Tricky Dick"

90's "Slick Willy"

60's Jimi Hendrix's "National Anthem"

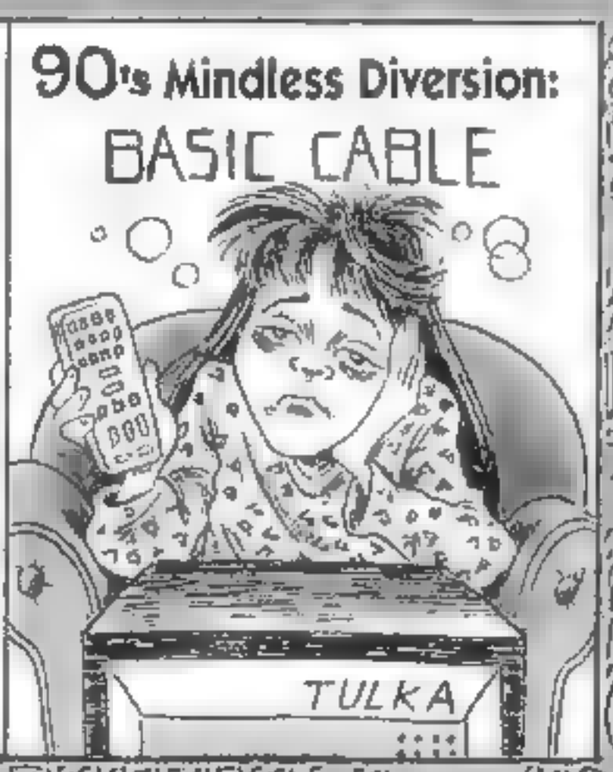


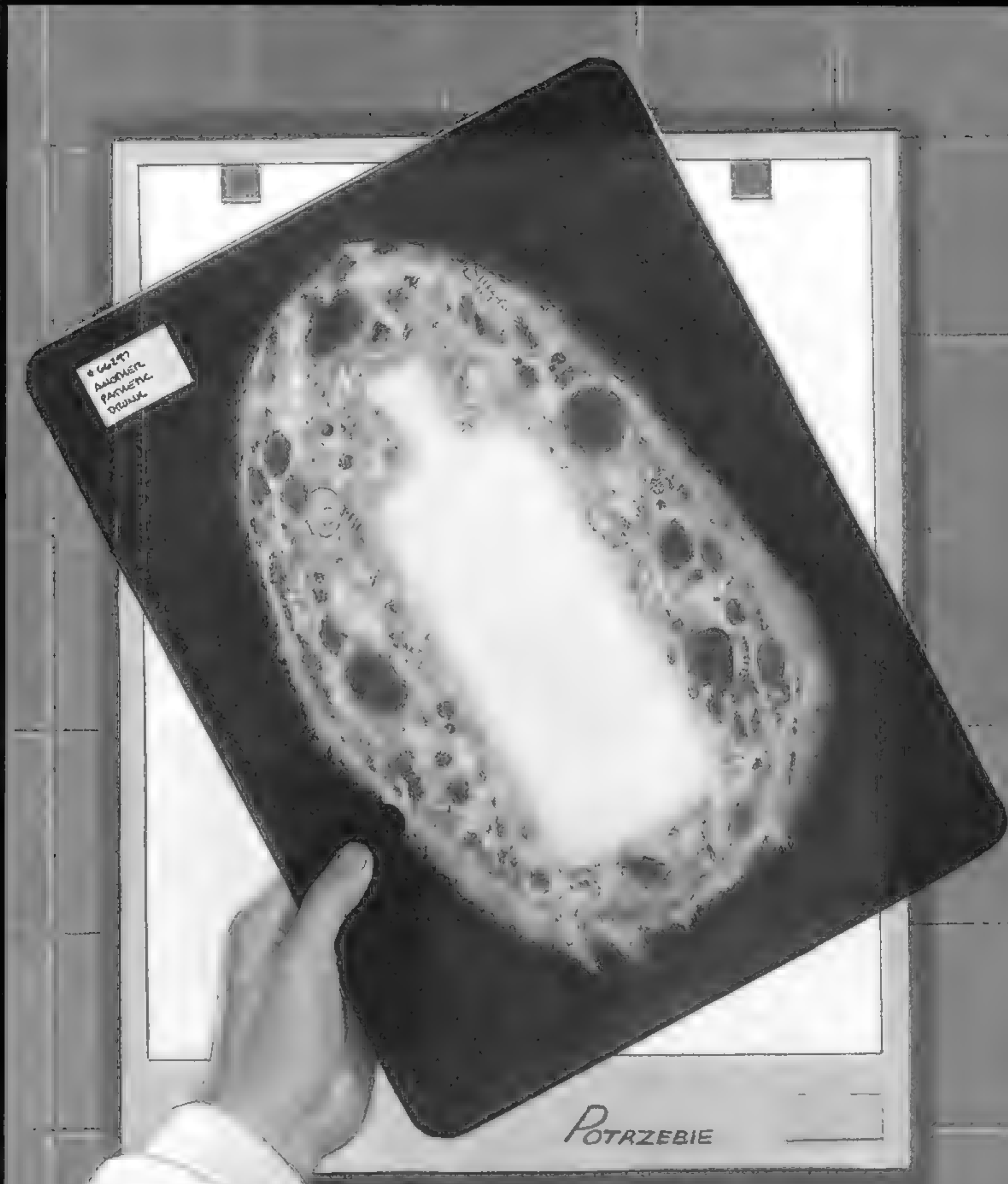
90's Roseanne's "National Anthem"



60's Mindless Diversion: LAVA LAMP

90's Mindless Diversion: BASIC CABLE





ABSOLUT LIVER.

A MAD AD PARODY

GOING A BIT TOO FUR DEPT.

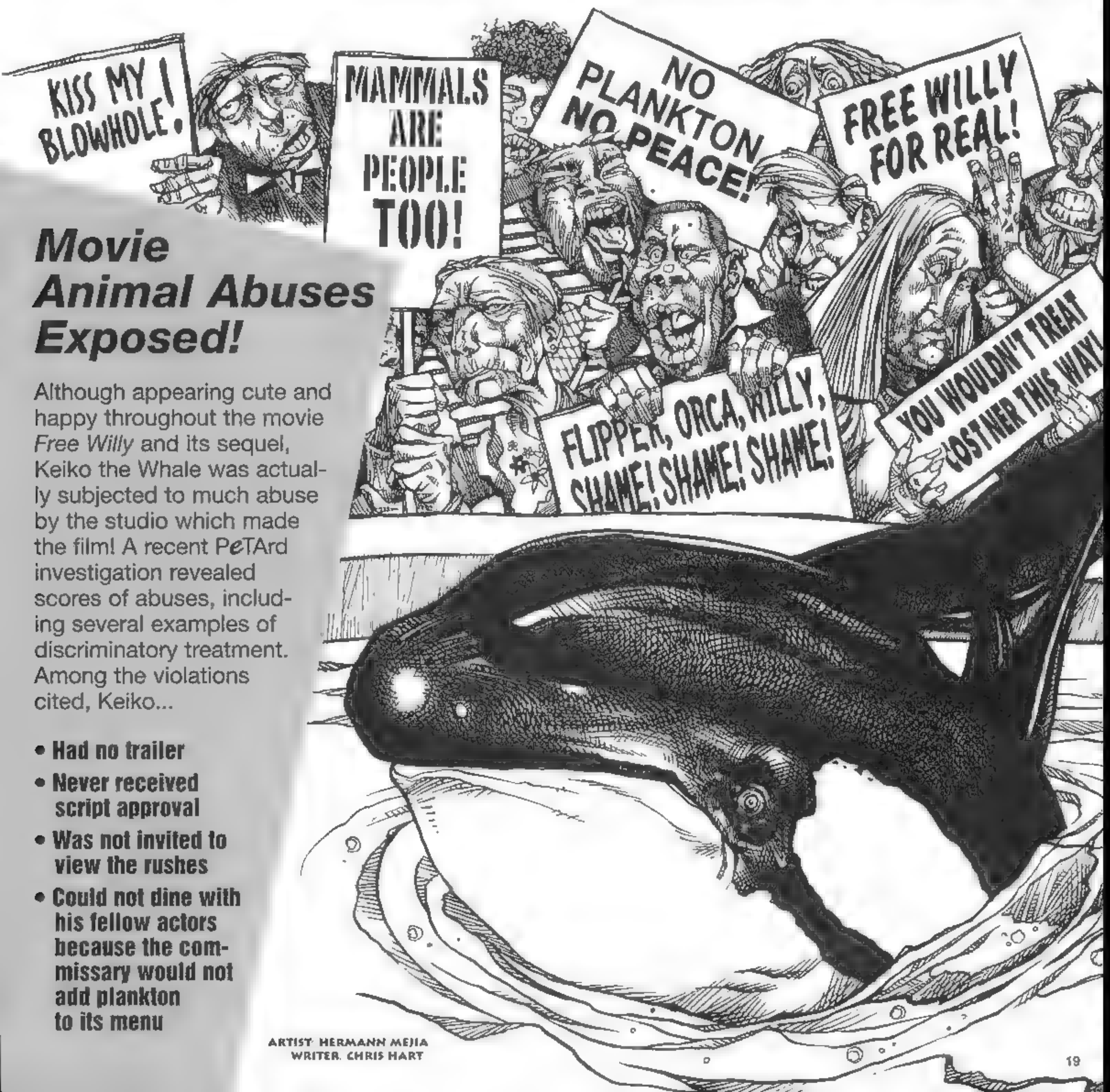
When you visit KFC for a bucket of wings, do you ever think about the terror the chicken experienced while sitting on poultry death row? Of course not, because you're not a wacko nut job! But there are some folks out there who live for the day when fried chickens, meat loaf and barbecued ribs will roam free! And those people put out a little item called...

PeTArd's ANIMAL RIGHTS NEWSLETTER

Movie Animal Abuses Exposed!

Although appearing cute and happy throughout the movie *Free Willy* and its sequel, Keiko the Whale was actually subjected to much abuse by the studio which made the film! A recent P*e*TArd investigation revealed scores of abuses, including several examples of discriminatory treatment. Among the violations cited, Keiko...

- **Had no trailer**
- **Never received script approval**
- **Was not invited to view the rushes**
- **Could not dine with his fellow actors because the commissary would not add plankton to its menu**


KISS MY BLOWHOLE!
MAMMALS ARE PEOPLE TOO!
NO PLANKTON NO PEACE!
FREE WILLY FOR REAL!
FLIPPER, ORCA, WILLY, SHAME! SHAME! SHAME!
YOU WOULDN'T TREAT 'OSTNER THIS WAY!

ARTIST: HERMANN MEJIA
WRITER: CHRIS HART

A Q&A

With PETArd Founder Irving Snailbiter On The Future Of The Movement

Q: What will your goal be once you've achieved a cruelty-free world for animals?

A: I believe that animals should enjoy the same rights as people. In particular, they should have the right to vote.

Q: That's an admirable goal. What would be the single biggest challenge?

A: Adjusting the voting booth levers for paws and hoofs.

Q: That aside, can animals understand the issues?

A: I think they could, if they were explained to them using props, scents and special treats. Their sheer numbers are so great that they would represent a major voting block, perhaps even becoming a third party and nominating their own candidate.

Q: Would they need a human to balance the ticket?

A: I'd like to say no, but the truth is, unless you have a running mate with an opposable thumb, you're not electable.

Q: It's sad, isn't it?

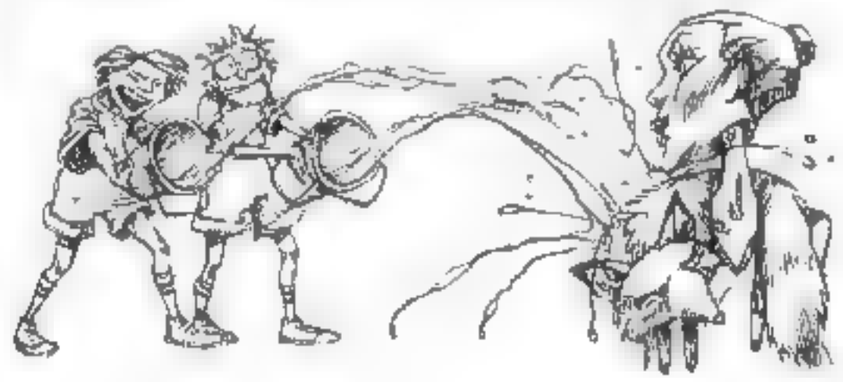
A: Yes, but this is what we've been up against forever!

ENROLL YOUR KIDS IN

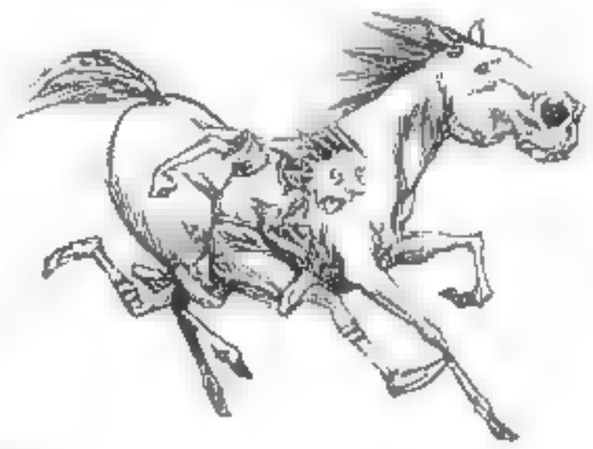
PETARD'S SUMMER CAMP

Give your child a summer of fun and memories while imparting important values! Our six-week program on sunny and scenic Lake Shanana includes...

Target Practice Improve protest accuracy by throwing paint at fur coat-wearing mannequins



Horseback Non-Riding Run along side horses as they gallop and trot



Arts and Crafts Make effigies of the presidents of companies that test their products on animals and burn them at weekly campfires

Humane Fishing Some of our campers caught a really big kelp last year!

Plus... Yeast barbecues over an open pit!

For more information contact:
Harvey Fleabath, Director Camp PeTArd
Lake Shanana Box #17
Noble Beast, Arkansas 05748

Odds & Ends

Announcement

Next week's planned march against the Xanomeyer Ulcer Drug company has been canceled. PeTArd Chairman Alex Pachinko has reversed himself and has decided that the company's policy of testing its popular ulcer drug Zipapin on animals does not qualify as cruelty to animals after all.

Three Great Reasons To Join PETArd!

1. You get to feel self-righteous without actually doing anything.

2. Veal is way too expensive anyway.

3. You're a B-list celebrity who needs some publicity.

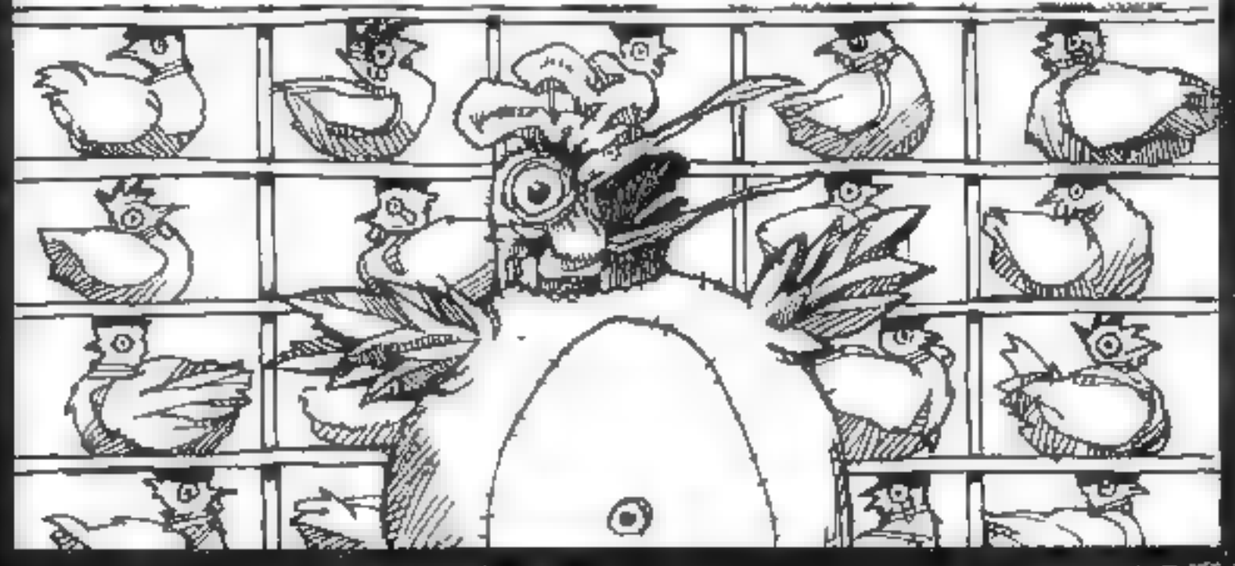
Congratulations...

...to PeTArd Chairman Alex Pachinko on a complete recovery from his recent ulcer! Pachinko was able to avoid surgery, thanks to an advanced drug treatment from the good people at Xanomeyer.

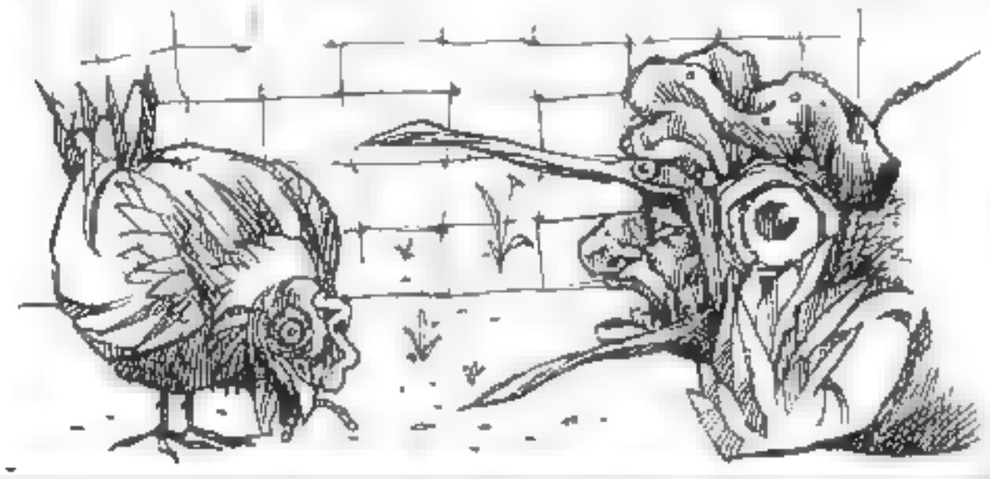
PeTArd GOES UNDERCOVER AT A POULTRY PLANT

PeTArd recently sent its investigative reporter, Harvey Pinksmile, to chronicle the horrors at a local chicken-processing factory. Here, for the first time, is his startling journal documenting the abuses he found:

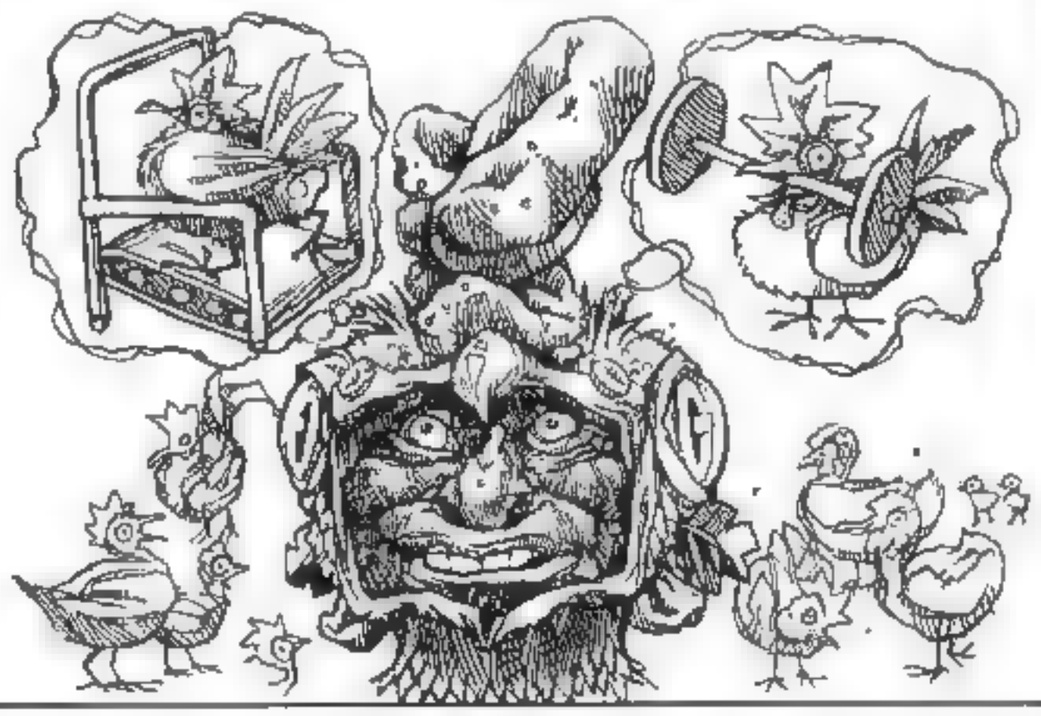
DAY ONE: The conditions here are unspeakable. These dignified creatures have no privacy. No separate bath room. No den. And on top of it all, no thought whatsoever has been given to decoration. Welcome to Hell.



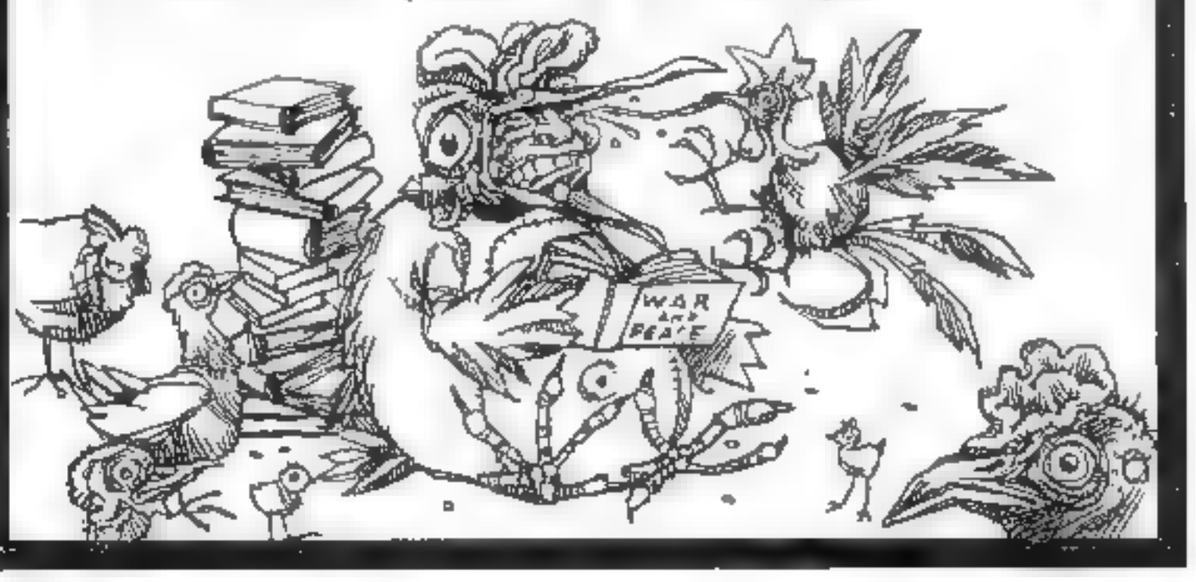
DAY TWO: The cruelty here is even worse than I previously thought. These noble beasts are fed the same meal every day – there's no variety. The chickens obviously don't want to offend their hosts, because they gobble down all their food anyway, but I can tell that it's just an act.



DAY THREE: I was hoping that by now the chickens would at least be given some kind of exercise period or structured playtime, but I can see that my hopes will be dashed.



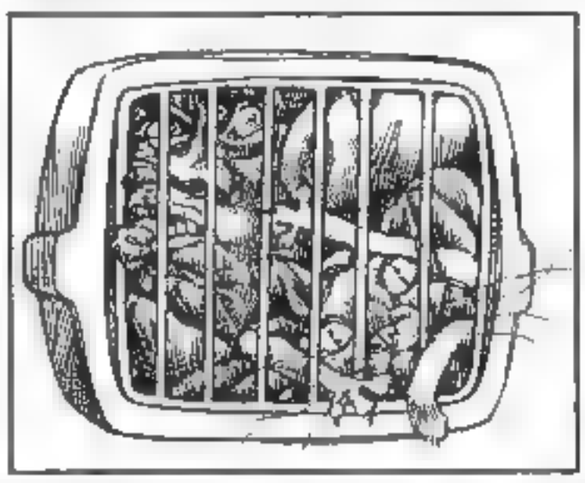
DAY FOUR: Well, I was afraid this would happen, and it did – the chickens are intellectually bored. I read aloud to them, but they didn't appear to be very interested. In fact, none of them even seemed aware that I exist, but I'm sure this is because they've been so abused. Looking at one of these poor souls, I felt its pain, until I realized that it was my own pain, because the sonofabitch pecked me in the eye!



Are You a Caring Animal Owner? Ask Yourself These Questions and Find Out!

1. In a blazing inferno, which comes first – the animals, or the children?

2. When you travel with your animal companion, do you accompany him in the luggage section so he doesn't get lonely especially on cross-continent flights?



3. Are you willing to take a second job so that you can afford to keep your goldfish swimming in Evian?

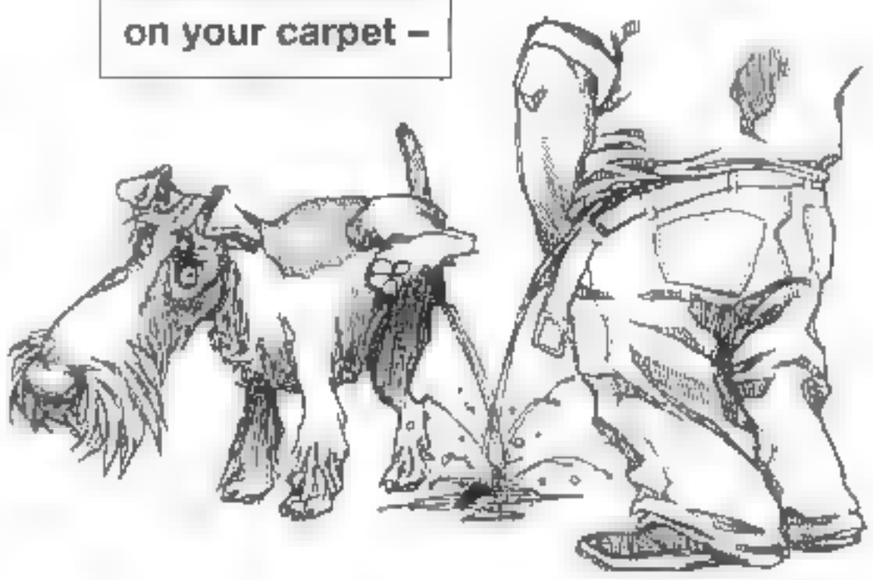
4. Do you make squeamish faces when you pooper-scoop after your dog, or do you bring fun and joy to the process?

The Humane Way To Train Your Animal Companion

If your dog bites your child –

Bring your dog over to your child and point the animal's face at the bite mark, so he can see the damage he caused. If he bites again, put his face near the wound again. Keep doing this until the dog gets the message. He will eventually learn that biting someone is wrong.

When your pet relieves himself on your carpet –



Never scold, which only damages his self-esteem. Instead, gently point out the error of his ways. Don't make him feel ashamed about his bodily functions. You should also relieve yourself on the rug, just to show him that we all make mistakes.

If your dog eats your garbage –

Find out exactly which dinner scraps from the trash he's eating and prepare it for him every night. Soon he will get tired of it. If he starts to eat something else from the garbage, prepare that for him too. Keep doing this every night.

Do You Really Think Humans Are More Intelligent Than Animals?

Take this quiz and then decide!

- Which species teaches its offspring by referring them to a purple dinosaur?
- Which species sends away for products shown on infomercials?
- Which species put *MAD TV* on the air?
- Which species wears toupees?
- Which species keeps paying Sylvester Stallone huge sums of money to make movies that bomb?
- Which species thinks that something that sells for $4.99 is a lot cheaper than a product that sells for $5.00?
- Which species has followers who consider Louis Farrakhan a real reverend?

Chimps Show Language Skills!

A recent study conducted by PeTArd scientists in conjunction with the National Zoo in Washington, D.C. revealed that chimpanzees are capable of understanding words and their meanings. After being taught how to use sign language and given a vocabulary, the chimps were able to communicate using complete sentences! Here are a few examples of what our remarkable primate cousins are thinking:

"Ball car hungry."
"Sing bed hungry."
"Friend toe hungry."
"Red day hungry."

It's all very exciting. Researchers are now working on figuring out the hidden meanings.

PeTArd Wins Court Injunction!

PeTArd won a major legal victory last week on behalf of a ten-year-old boy whose dog, Reggie, contracted rabies. PeTArd filed a claim against the boy's parents, preventing them from destroying the noble beast. PeTArd maintained that destroying the animal would violate its rights under the First, Fifth and Eighth Amendments. The boy, Hiram Flicky, was grateful for PeTArd's efforts.

"Reggie foams and snaps a little, but if I move quickly, I can avoid most of the bites," exclaimed the cheeky young animal lover.

PeTArd presented Hiram a free lifetime membership, which doctors say should last about six months.

A PeTArd SUCCESS STORY

PeTArd social workers this week managed to successfully convince a group of starving Africans into giving up the practice of eating meat. The Kenyans, for whom meat is the only food available during the dry season, agreed to end their cruelty.

Next Month...

•How to turn your snake into a vegetarian while minimizing the damage to his kidney, liver and heart.

•Children's nursery rhymes re-written to be animal-friendly, featuring "Three Visually-Challenged Mice."

•Why humans can look to animals as moral examples, even if they do occasionally eat their young.

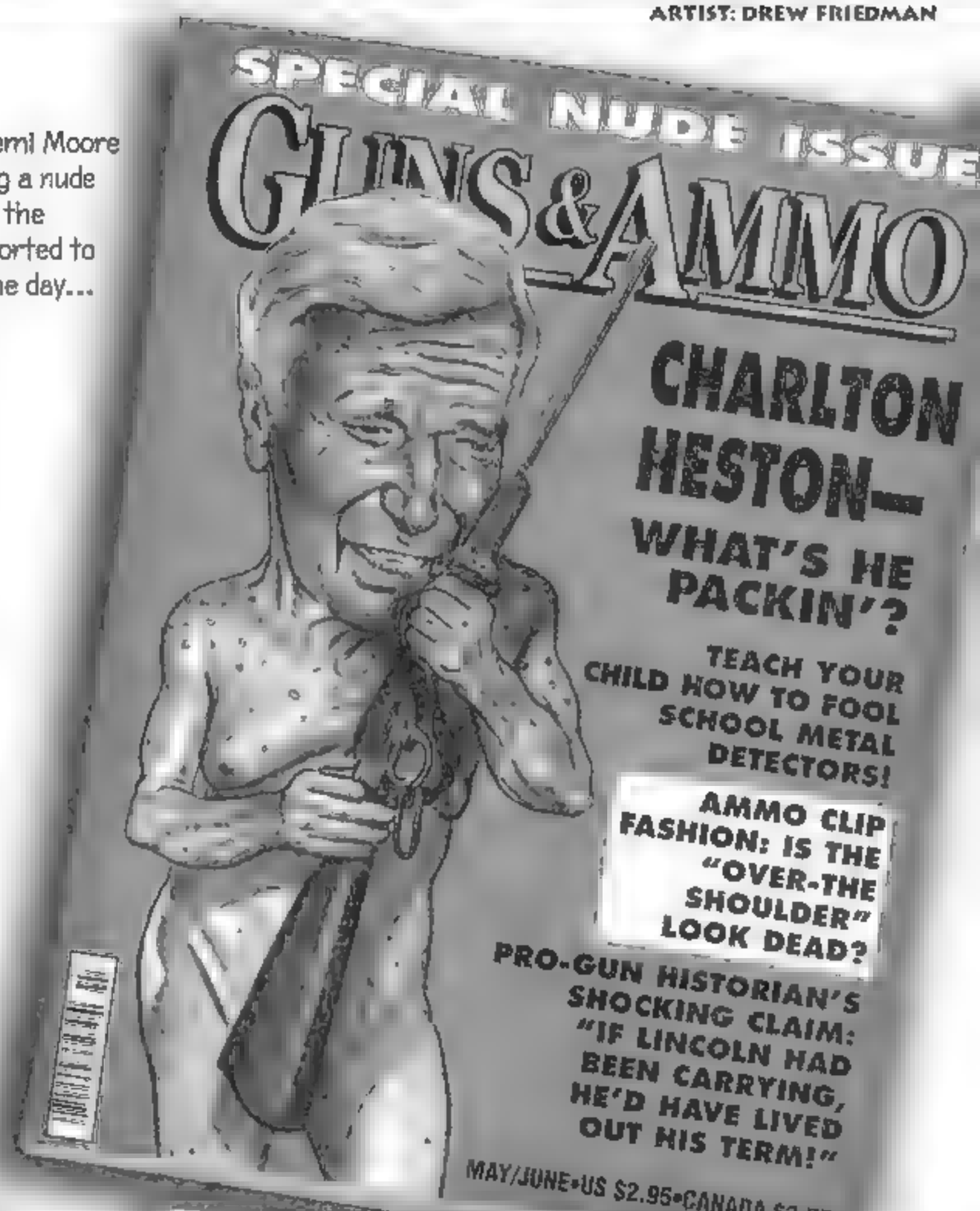
•The battle to free a seeing-eye dog from its blind owner.

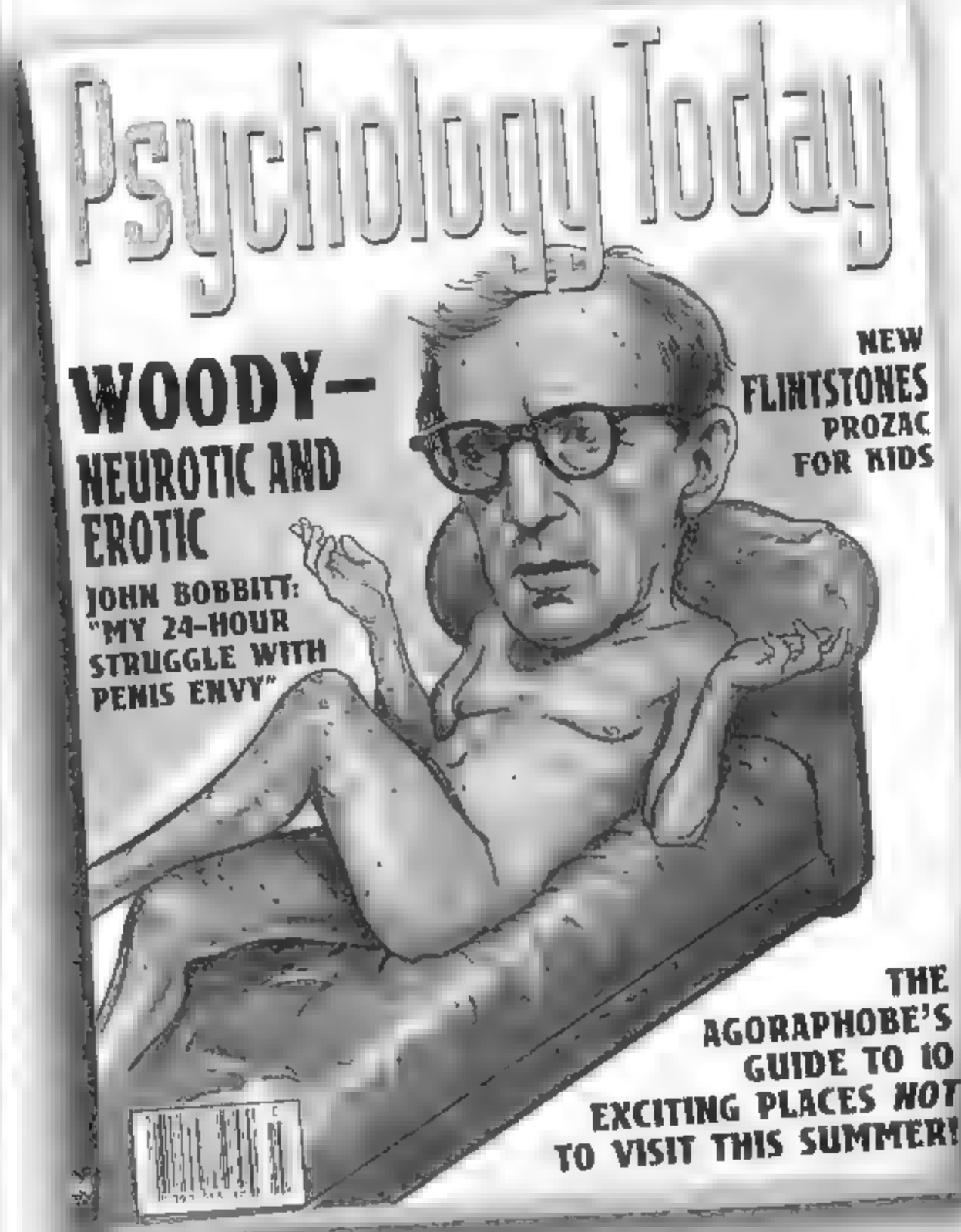
ARTIST: DREW FRIEDMAN

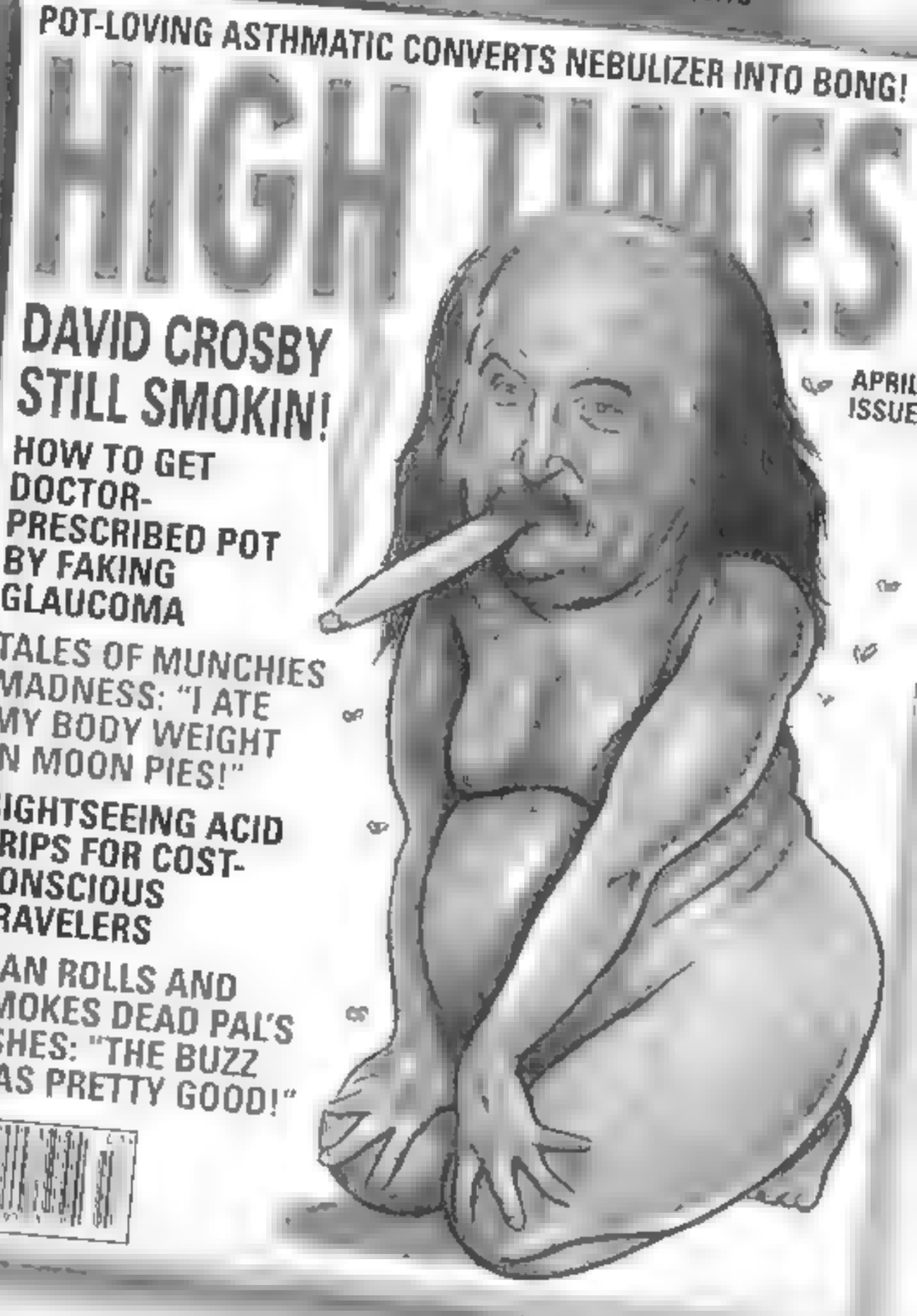
WHEN THE GOING GETS BUFF DEPT.

Sharon showing her Stones, Sly revealing his Stallones and Demi Moore semi-nude— these days you can't turn around without seeing a nude celebrity on the cover of your favorite magazine. So far, only the entertainment-driven pap like *Rolling Stone* and *Vanity Fair* have resorted to this cheap, sales-boosting trick! But oh, Lordy Lordy do we dread the day...

WHEN OTHER MAGAZINES RESORT TO FEATURING NUDE CELEBRITIES ON THEIR COVERS


SPECIAL NUDE ISSUE
GUNS & AMMO
CHARLTON HESTON... WHAT'S HE PACKIN'?
TEACH YOUR CHILD HOW TO FOOL SCHOOL METAL DETECTORS!
AMMO CLIP FASHION: IS THE "OVER-THE SHOULDER" LOOK DEAD?
PRO-GUN HISTORIAN'S SHOCKING CLAIM: "IF LINCOLN HAD BEEN CARRYING, HE'D HAVE LIVED OUT HIS TERM!"
MAY/JUNE•US $2.95•CANADA $3.75


Psychology Today
WOODY— NEUROTIC AND EROTIC
JOHN BOBBITT: "MY 24-HOUR STRUGGLE WITH PENIS ENVY"
NEW FLINTSTONES PROZAC FOR KIDS
THE AGORAPHOBE'S GUIDE TO 10 EXCITING PLACES NOT TO VISIT THIS SUMMER!


POT-LOVING ASTHMATIC CONVERTS NEBULIZER INTO BONG!
HIGH TIMES
DAVID CROSBY STILL SMOKIN!
HOW TO GET DOCTOR-PRESCRIBED POT BY FAKING GLAUCOMA
TALES OF MUNCHIES MADNESS: "I ATE MY BODY WEIGHT IN MOON PIES!"
SIGHTSEEING ACID TRIPS FOR COST-CONSCIOUS TRAVELERS
MAN ROLLS AND SMOKES DEAD PAL'S ASHES: "THE BUZZ WAS PRETTY GOOD!"
APRIL ISSUE

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EXCESSIVE EAR HAIR IS SEXY!

LATEST IN ADULT DIAPER FASHION

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DECEMBER

HOME REPAIR

READERS DISCUSS THEIR FUNNIEST NAIL GUN ACCIDENTS

BOB VILA HUNKY HANDYMAN!

BUNK BEDS FOR SIAMESE TWINS

US $2.95
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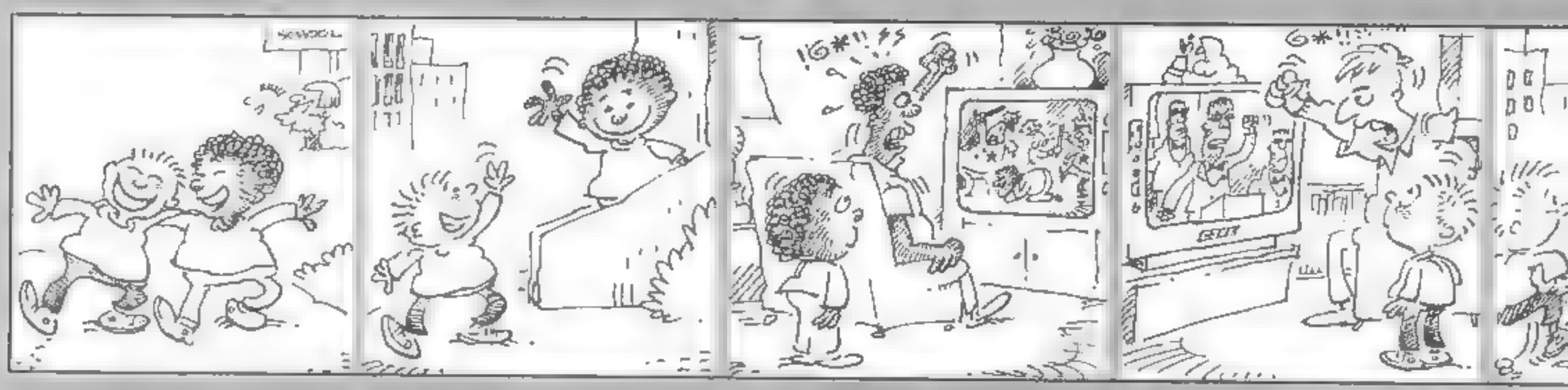
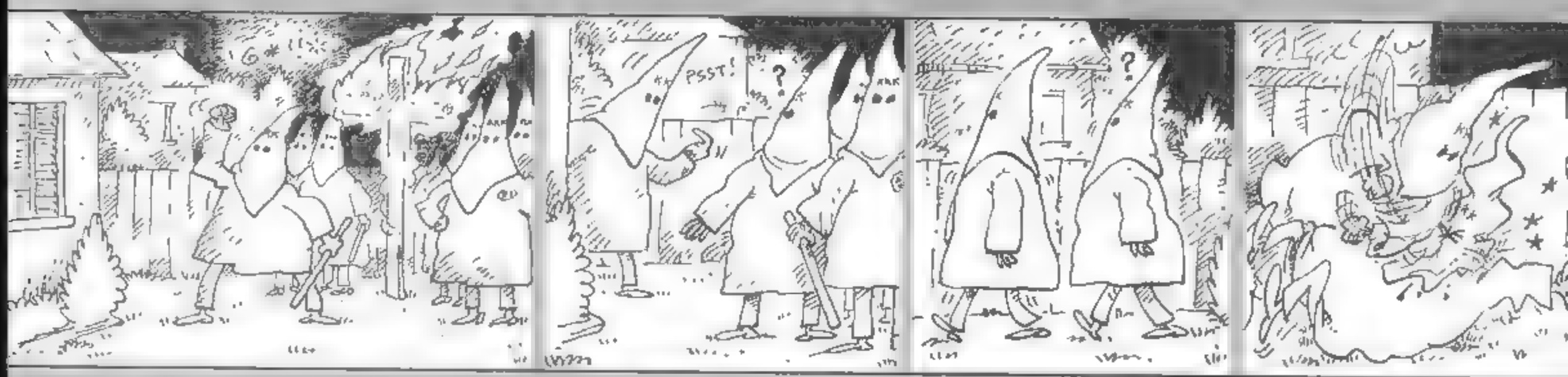
A BAD LOOK AT

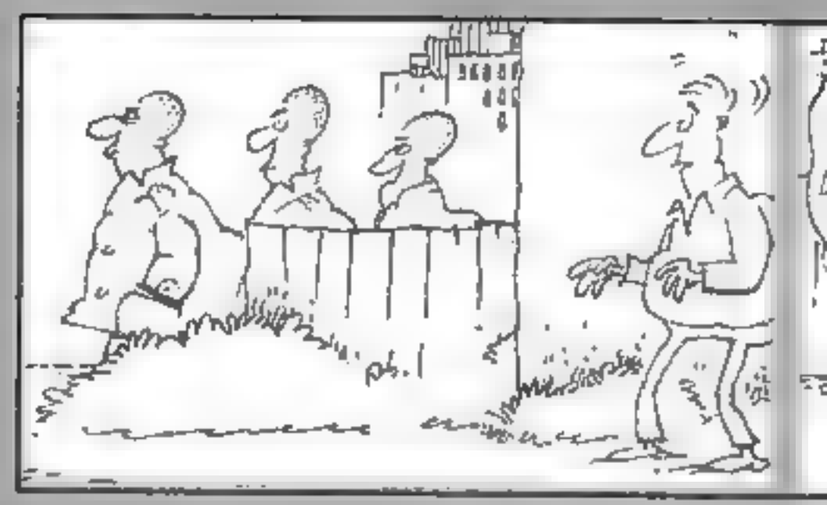


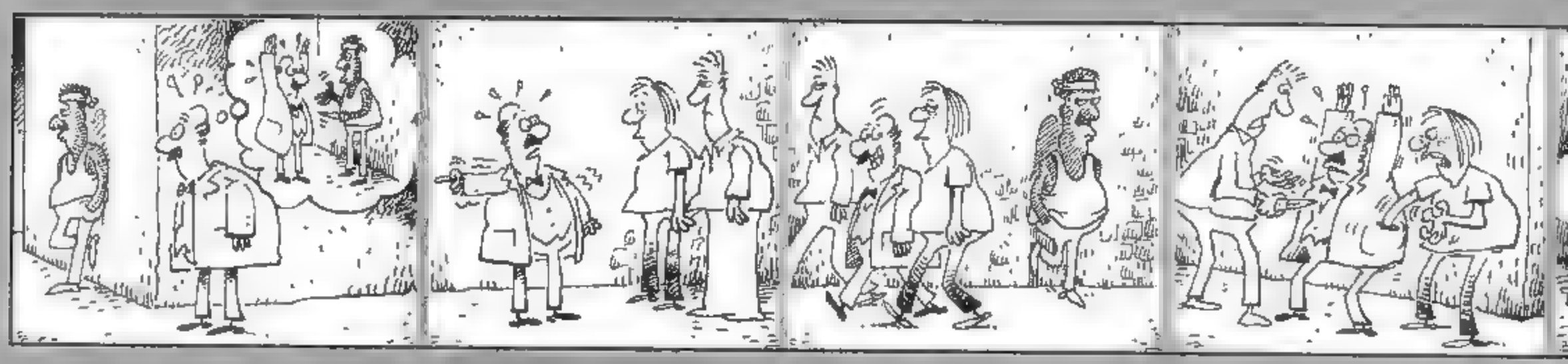


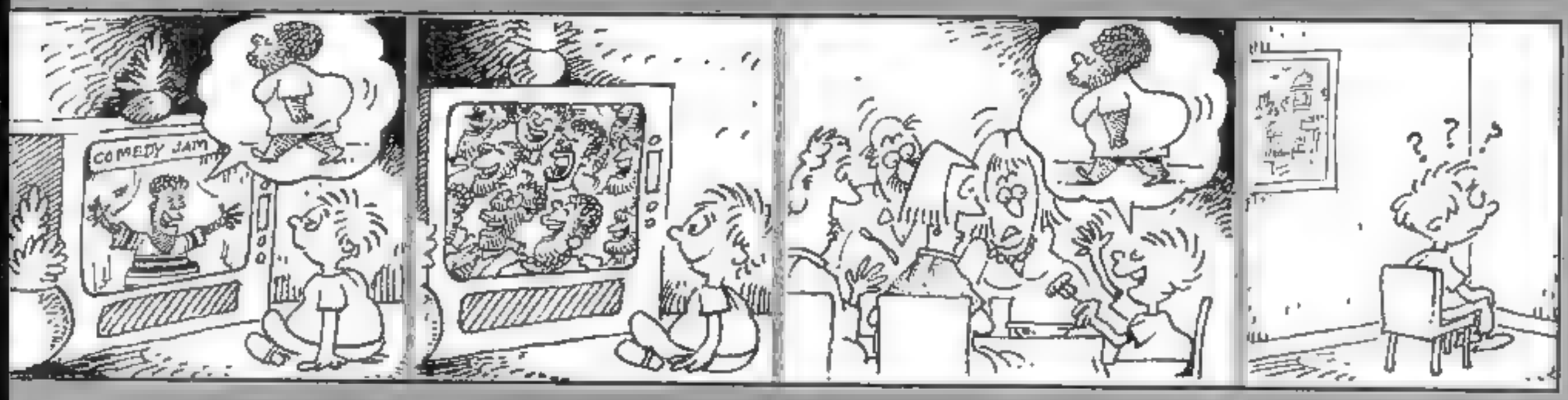
RACISM

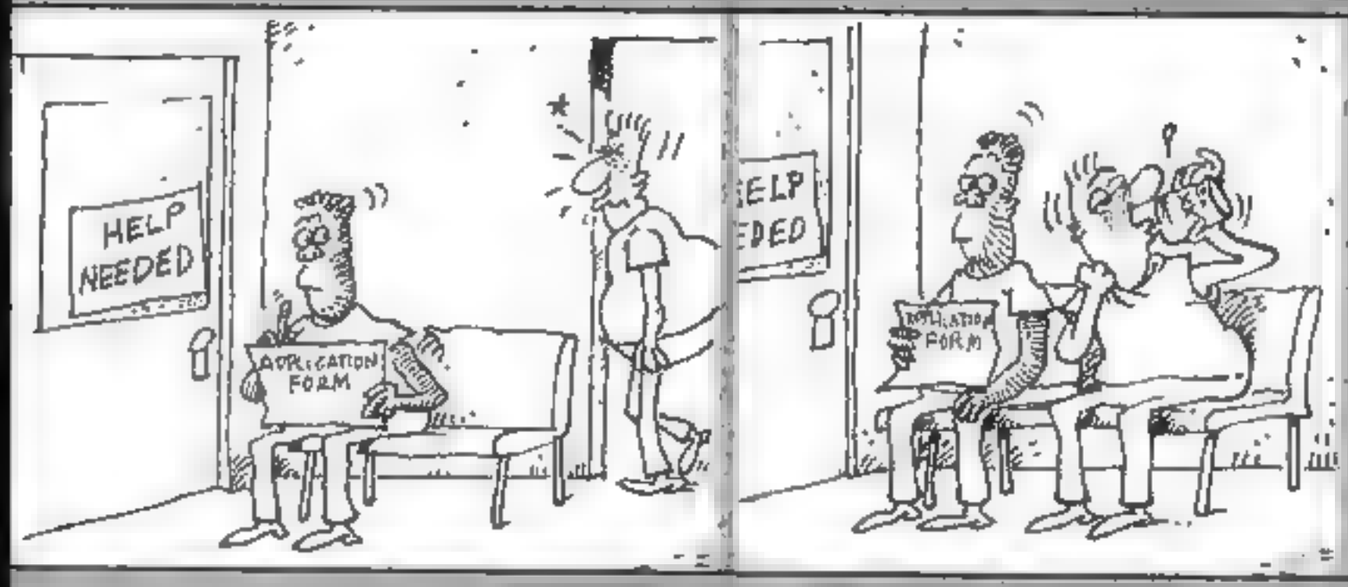
ARTIST AND WRITER: SERGIO ARAGONES

1ST DAY School
MATH

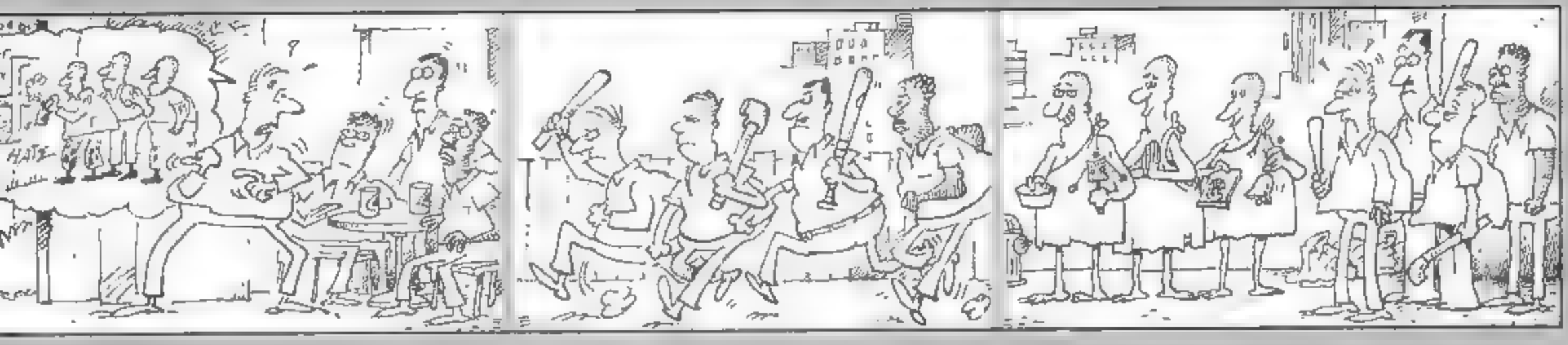





COMEDY JAM


HELP
NEEDED
APPLICATION
FORM

La Maison
WC


HATE

RESTAURANT
CLOSED
ESTAURANT
CLOSED
CAVIAR
TOURS
CLOSED

TV
NEWS

HELP

LAUNDROMAT

WC
La Maison
FOOD SECTION
CRITIC
• THE DISH
• LE TABLE
• PEPES
• LA Maison
• HAMPTONS

You've read about it in newspapers.
It's been debated by educators and politicians all over the country. It's a phenomenon that's headed straight to your town. Get ready for it with...

Hooked On Ebonics™!

ARTIST: R.J. MATSON
WRITER: DESMOND DEVLIN

Hooked On Ebonics™ is the fast, easy way to learn Ebonics, the 400-year old language that no one had heard of or cared about until a just few months ago. Whether you believe Ebonics is a legitimate language or merely the dialect of the future for those who have none, one thing's for sure: You need to learn it! And you can - without having to enroll in an Oakland, California public school! With the **Hooked On Ebonics™** advanced audiocassette and flash card system, you'll be flamboastin' your fresh-dipped flow with ruthless effect! Don't know what we're talking about? Scope dis!

Hooked On Ebonics™ will teach you how to speak improper English properly! You'll learn:

- How to drop consonants off the ends of words for no reason whatsoever!
- The special tongue exercises that help you turn the "th" sound into the "ff" sound!
- How to ignore years of traditional English grammar in just minutes!

Y'all be down wif tha 4-1-1, an' whatnot?
Boo-yaaa!!! 'Cause Hooked on Ebonics™ is butter! See for yourself!

Here's a typical seventh grade student giving an oral report:

George Washington became our first President in 1789. He was chosen because of the leadership he showed as General during the Revolutionary War. Following America's victory, Washington was instrumental in lobbying for ratification of the Constitution. Resourceful and brave, his personal discipline was essential to the new Union. We can all be grateful that he was there for our nation's growing pains.

Now here's that very same student after listening to Da ABC's of Ebonics, the first audiocassette in the Hooked On Ebonics™ series:

George was da head G, you know what I'm sayin'? Da head chump in Englan' be frontin', so Wash goes, "Uh-uh, homey, I got mad skillz!" So da King goes, "You ain't be grabbin' my hood, timbertooth!" So Wash goes, "You know where I be, Poindexter!" So da King sendz his boyz over for a sail-by, but BOOM! Wash wastes their sorry ass. In conclusion, Georgie was da BOMB!

Clearly, the **Hooked On Ebonics™** student has a firmer grasp of the socio-political realities of the Post-Colonial period. More importantly, he's cool! His Teach be droppin' him an **A++**!

Since me and my peeps was **Hooked On Ebonics,™** we gets crazy hella props! Step to the next level and flex, **today!**

___**Yo!** Send me **Hooked On Ebonics™** Cassette #1, **Da ABC's of Ebonics**, hosted by Professor Martin Lawrence.
___Send me Cassette #2, **Da 10 Most Axed Questions**, hosted by Professor Busta Rhymes
___Send me Cassette #3, **Whass'up? Not My Income!** hosted by Professor Emeritus Bill Bellamy
___Send me Cassette #4, **Yo' Résumé Be in da Garbage**, hosted by Professor Little Penny Puppet.

Price per cassette: Only $5,000 (plus $5,000 in matching Federal funds).
Send to: **Hooked On Ebonics™** Around the Way, Oakland, CA, 94619

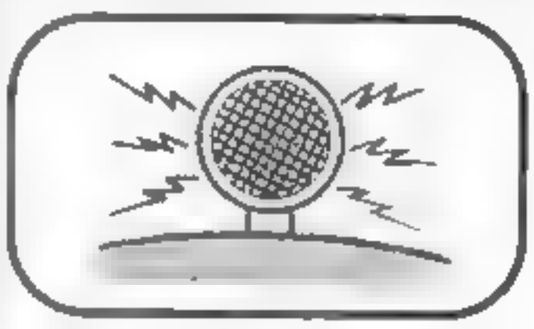
Or, while you can still understand these words, be hittin' these digits today!
1-800-I-BE-YOU-BE-HE-BE

A MAD AD

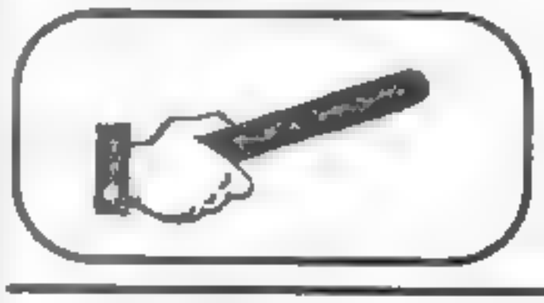
From the racist rantings of Mark Fuhrman to the drunken boys in blue of the NYPD, every time you open the paper you read another story about cops gone bad! These guys are so corrupt, they make Al D'Amato look like the Pope! So, where are police officers learning to be gun-toting, nightstick wielding, rights-violating maniacs? The Discovery Channel? No, they're poring over a secret, underground handbook that a crack team of MAD investigative reporters (Okay, actually, a guy named Herb with a fake "Press" badge) has unearthed! Now, for the first time, we present to the public...

THE COP'S GUIDE TO GOOD POLICE WORK

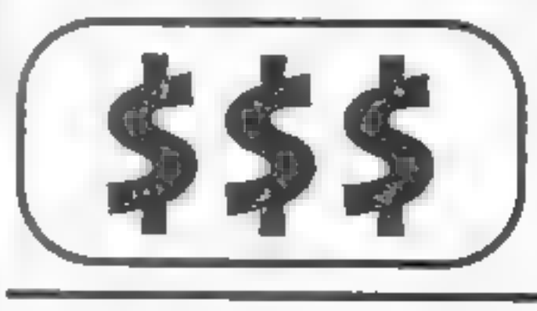
ARTIST: GEORGE WOODBRIDGE WRITER: ANDREW J. SCHWARTZBERG



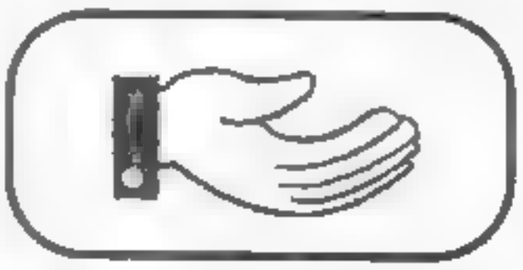
When in your squad car, be sure to use your police siren at all times — even when not responding to a call. This will allow you to run red lights, commit vehicular manslaughter and attempt those dangerous, high-speed maneuvers you've seen on cop shows that you'd never want to perform in your *own* car! And all under the guise of standard police procedure!



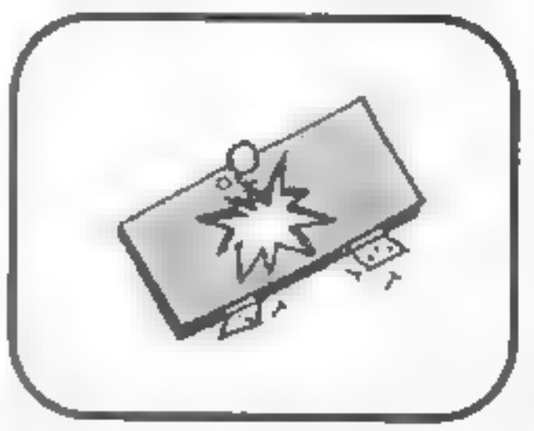
When getting a description of a suspect, keep in mind that people's perceptions vary. If a suspect is described as a 6'2" white man with blonde hair wearing a leather jacket, you have every right to apprehend and beat up a 5'1" black man with no hair and a denim jacket. Remember, the description you were given *did* include a jacket!



Shaking down a drug dealer is much more effective than arresting him. You will avoid bogging down the courts with another endless trial, and you can sell the drugs for extra cash without having to put in overtime!

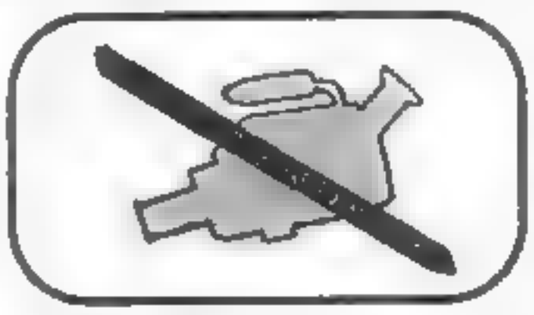


Shaking down a prostitute is even more economical than shaking down a drug dealer. Aside from getting money and an opportunity to beat someone up, you can demand free sex. This saves you hundreds of dollars you would have spent on the same prostitute while off-duty!

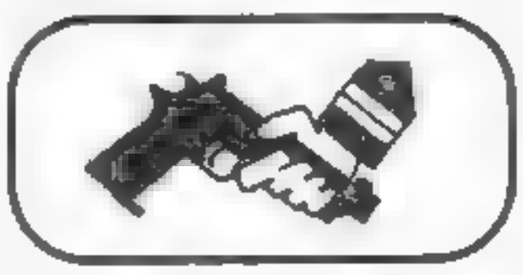


Obtaining a search warrant is a time-consuming process that often leads to the escape of a wanted criminal — all in the name of arcane rules involving "due process." You can avoid this Constitutional hassle by kicking in a suspect's door and rendering him/her unconscious before they can ask any questions. If they manage to ask to see a warrant before you can knock them out, flash your Blockbuster Video card or an old Chinese restaurant take-out menu. (Any piece of paper will do.) Most civilians have never seen a search warrant and have no idea what one looks like!

Remember: Even if you're



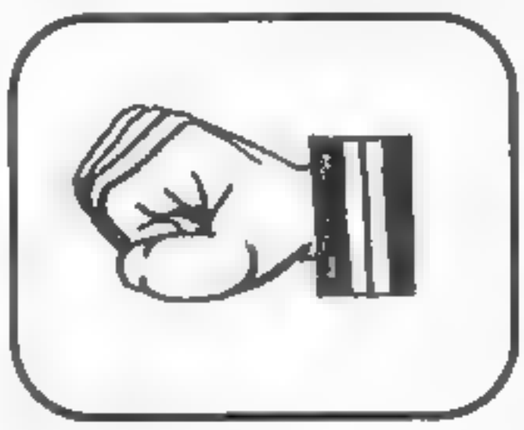
Always be on the lookout for hidden video cameras. Be especially careful when pummeling suspects in heavily-wooded areas. If you notice a shrub with a zoom lens, you may want to put away your nightstick and follow standard SWAT team procedure – firing your gun at the cameraman while screaming, "SNIPER WITH A SCOPE! SNIPER WITH A SCOPE!!!"



Sometimes you will find your day-to-day routine getting dull and will need to add variety. For an interesting twist on the classic "beating a perpetrator with a nightstick" technique, try using the butt of your gun. It's thick, heavy, and, when used properly, it can crack open a person's head like an eggshell!

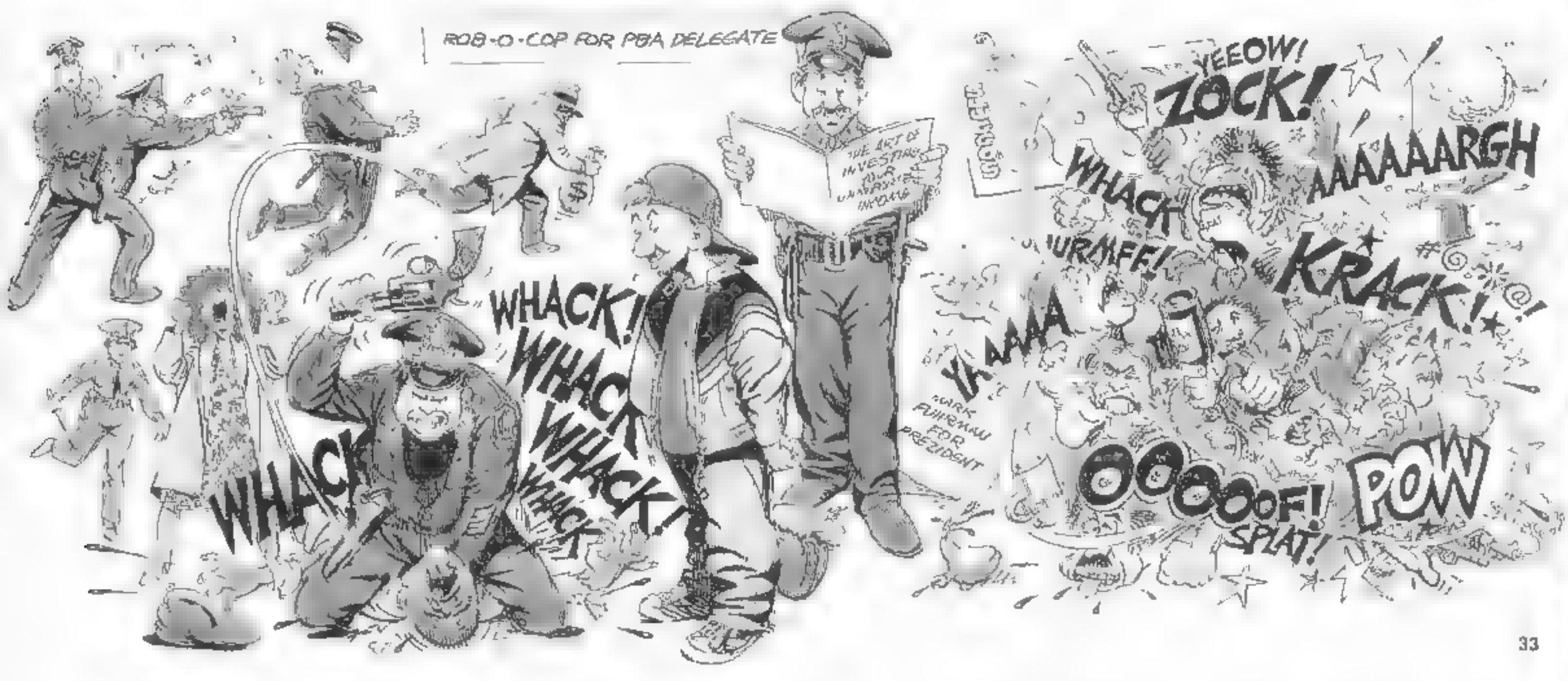
A fleeing criminal gives you a perfect excuse to shoot an innocent bystander you don't like the looks of by merely writing it off as a stray bullet. This kind of situation is also perfect for taking out a fellow cop who doesn't like to play by the rules of the game. Hey, cops get shot in the line of duty all the time!

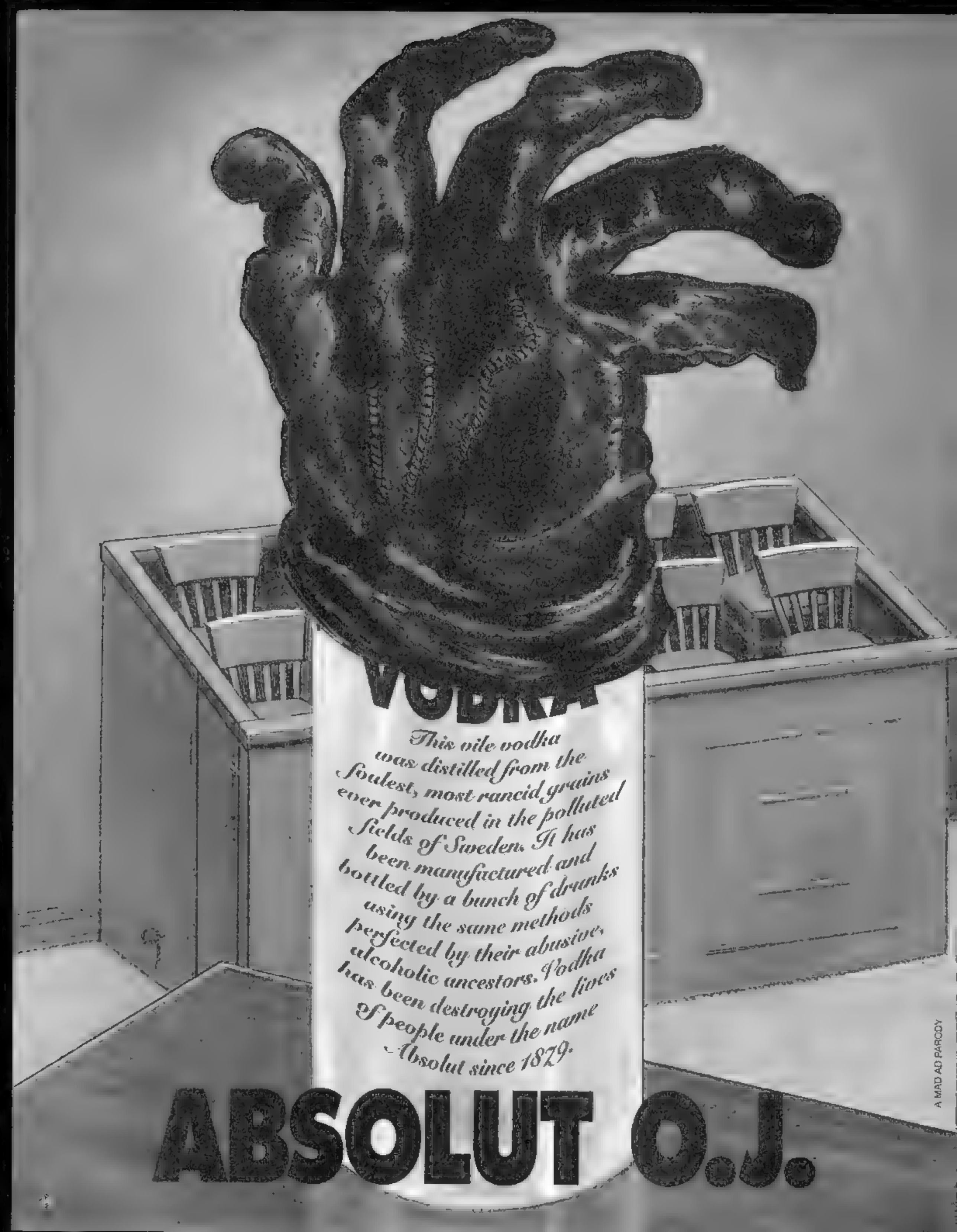
When times are slow and you're looking for something to do, find a drunk person to beat up on. If you're careful in your selection and make sure you find one who's drunk enough, they won't be able to read your badge number to report you!



Just because you're off-duty doesn't mean you're not supposed to serve and protect the public. Go to local bars and act overly aggressive and antagonistic. This sort of behavior will draw out patrons who are prone to participating in barroom brawls. Once a fight begins, you are well within your rights to beat them senseless before arresting them. And don't forget, just because you weren't wearing your badge doesn't mean they can't be charged with "assault on a police officer"!

caught, it won't affect your pension!




VODKA
This vile vodka
was distilled from the
foulest, most rancid grains
ever produced in the polluted
fields of Sweden. It has
been manufactured and
bottled by a bunch of drunks
using the same methods
perfected by their abusive,
alcoholic ancestors. Vodka
has been destroying the lives
of people under the name
Absolut since 1879.
ABSOLUT O.J.
A MAD AD PARODY

BERG'S EYE VIEW DEPT.

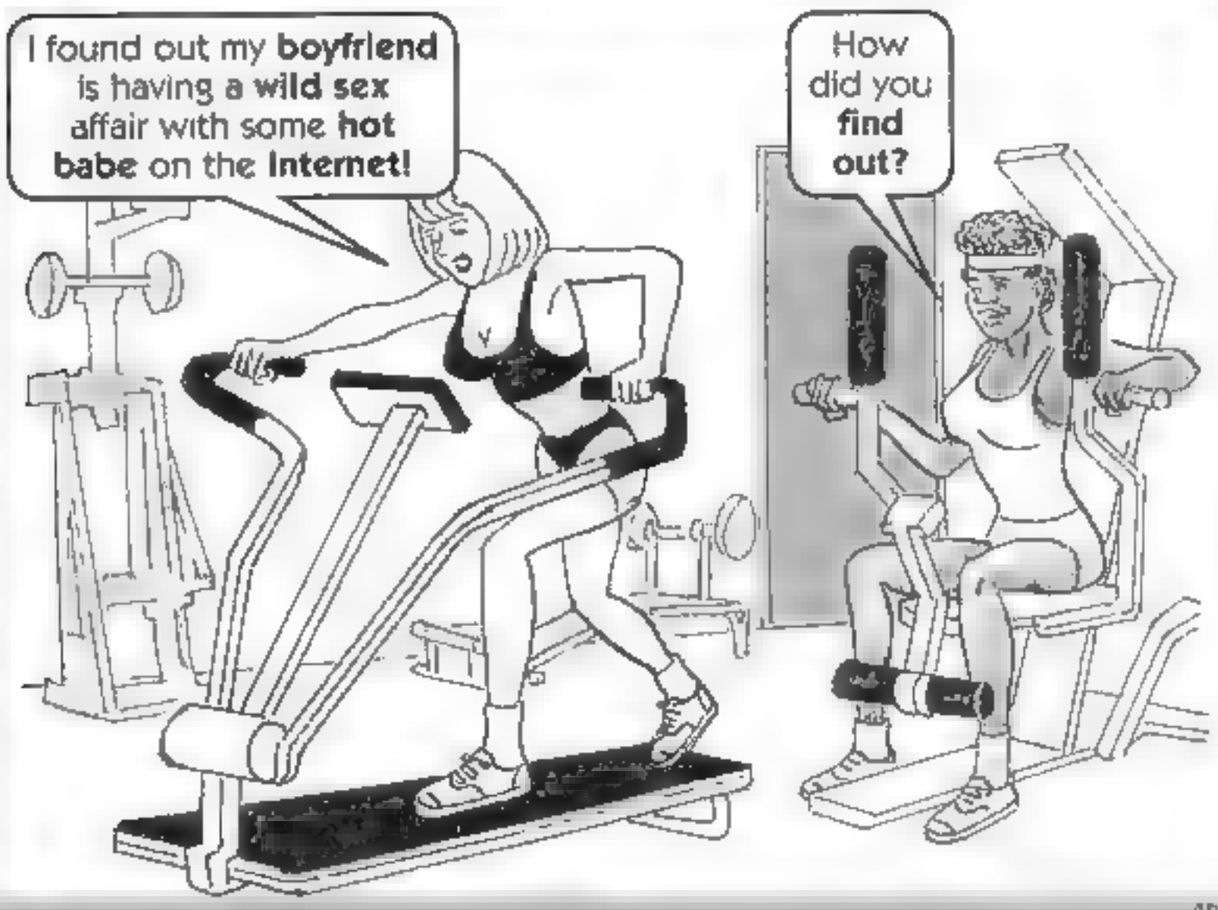
THE LIGHTER SIDE OF...

EMPLOYMENT

Richard, I showed your résumé to all my department heads and they agreed unanimously that you should get the top management job! Congratulations!
Thanks, Dad!

ARTIST AND WRITER, DAVE BERG

RELATIONSHIPS

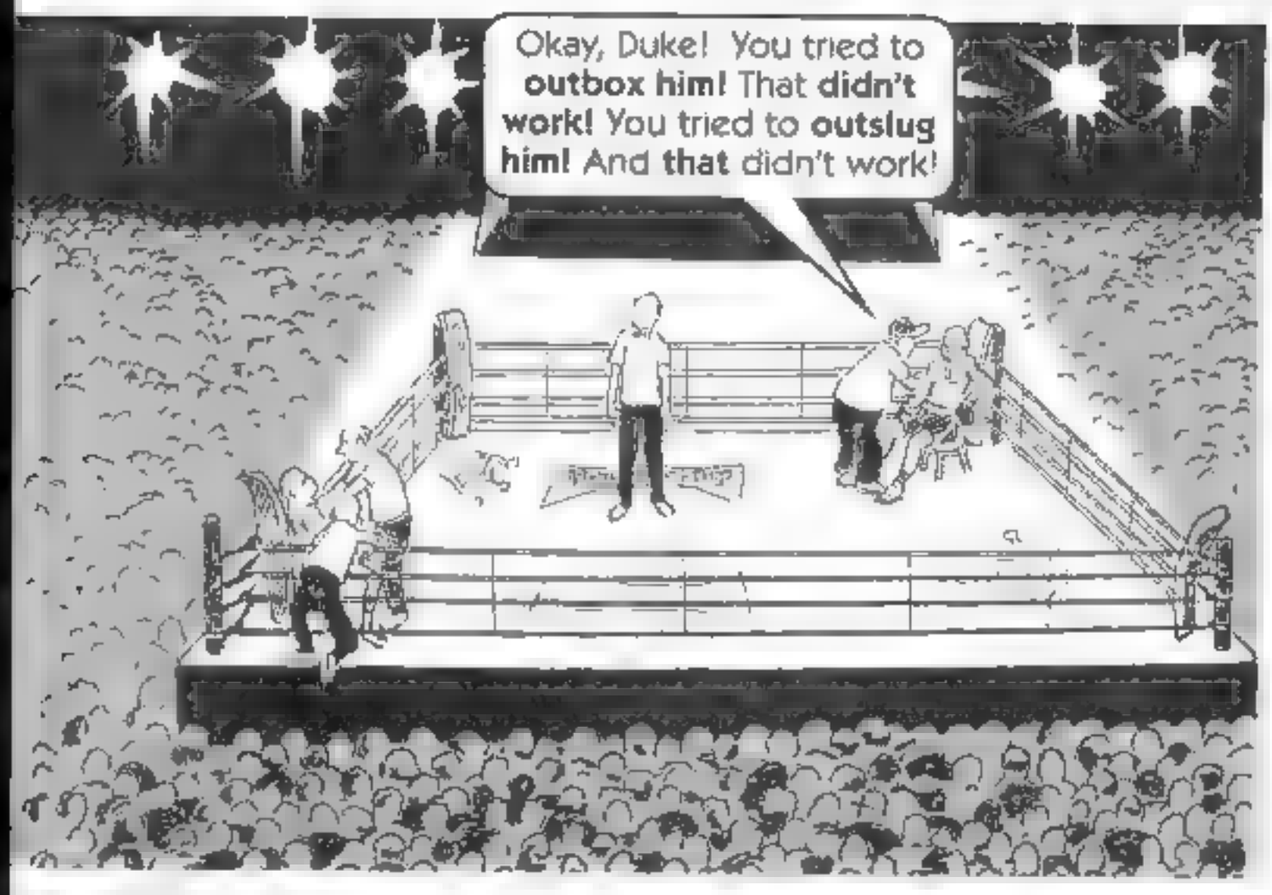


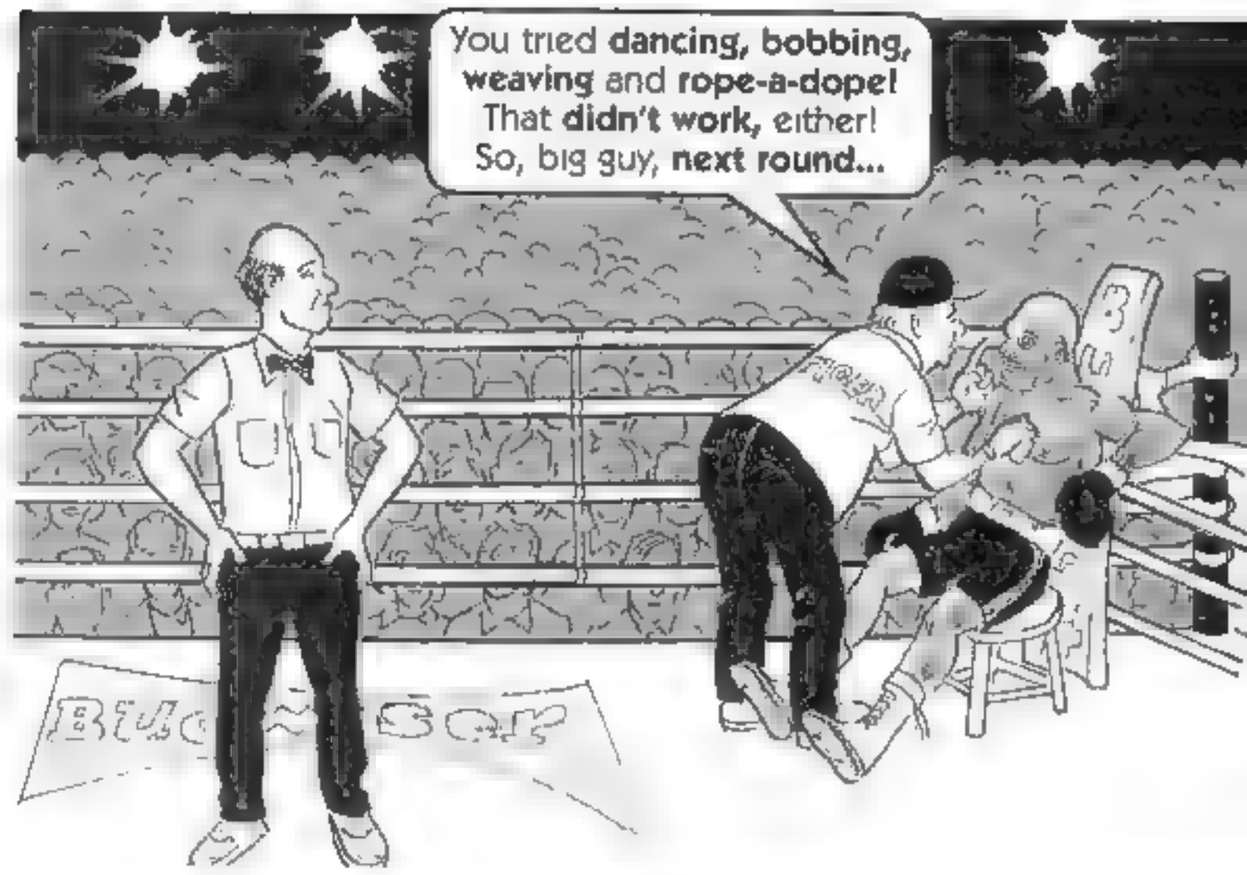
ARTIST AND WRITER, DAVE BERG

JUSTICE

The jury has found you guilty! Do you have anything to say before I pronounce your sentence?
Yes I do, your Honor! I do not feel the verdict is fair!

COMPETITION



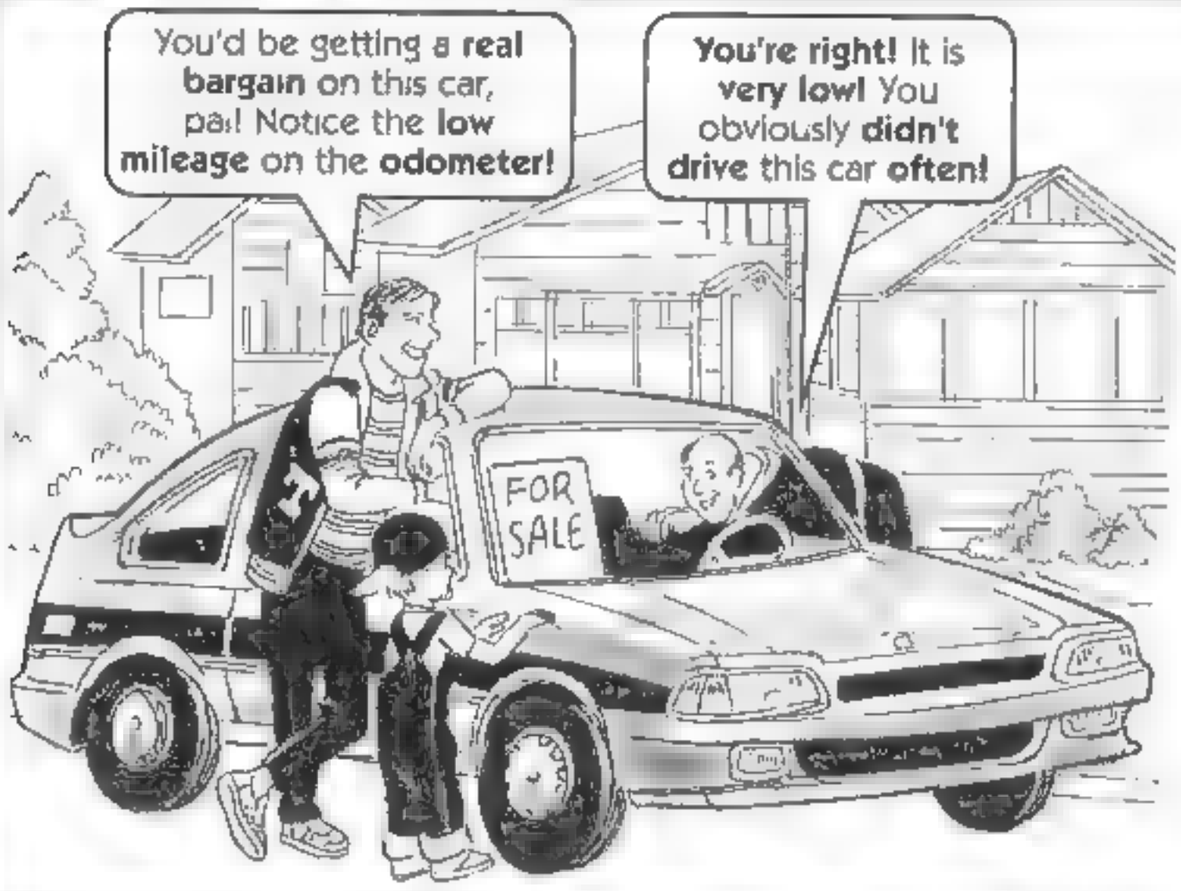


CHAUVINISM

You know **something,** Phyllis? Maybe having a **woman** as **President** of the country **isn't** such a **bad idea!**
Coming from you, Sal, I've gotta admit **I'm shocked!** You've always been **against women** getting any **top job!** And no job is **higher** than **President!**

SCHOOL

SALESMANSHIP


You'd be getting a **real bargain** on this car, pal! Notice the **low mileage** on the **odometer!**
You're right! It is **very low!** You obviously **didn't drive** this car **often!**
FOR SALE

TECHNOLOGY

THERAPY

Dr. Forman, my great-grandfather was "colored"! My grandfather was a "negro"! My father is "black"! And I'm an "African-American"! That gives me a problem!
Which is what, Mr. Barker?

THE OFFICE

Charlie, I **gave you** that assignment **weeks ago!**
Why does it take you **so long** to **complete** such an **easy job?**
Well, I think I can **explain** the **reason** so you'll both **understand...**
PIZZA
...but it'll take me a **few weeks** to **come up with it!**

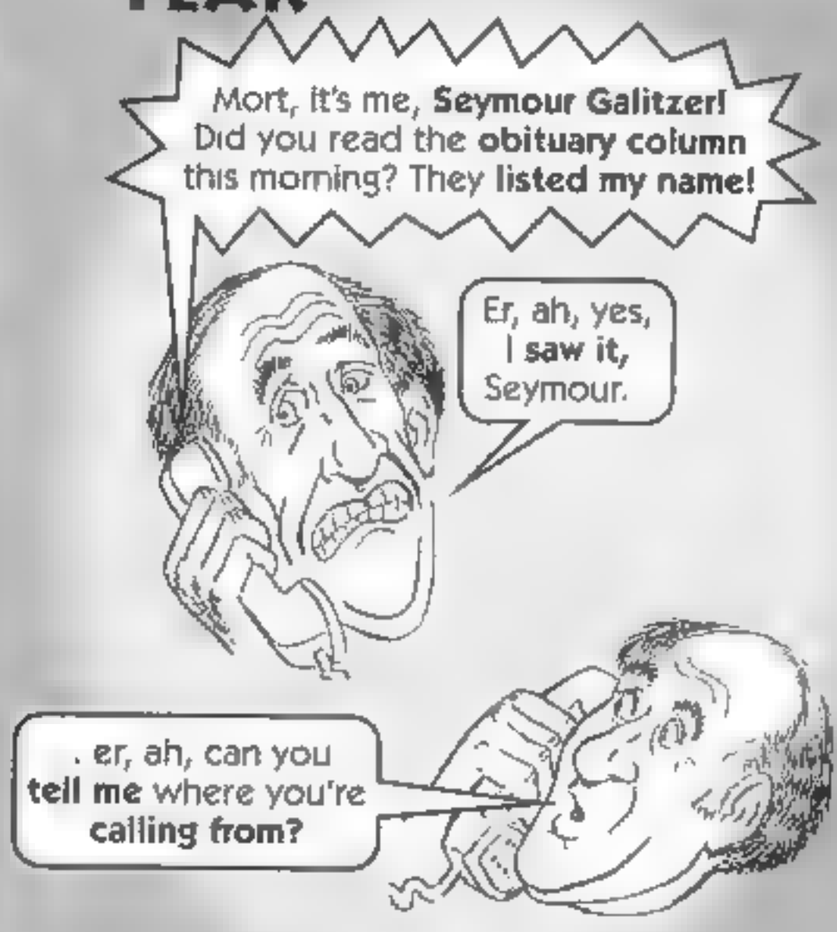
BABY-SITTING

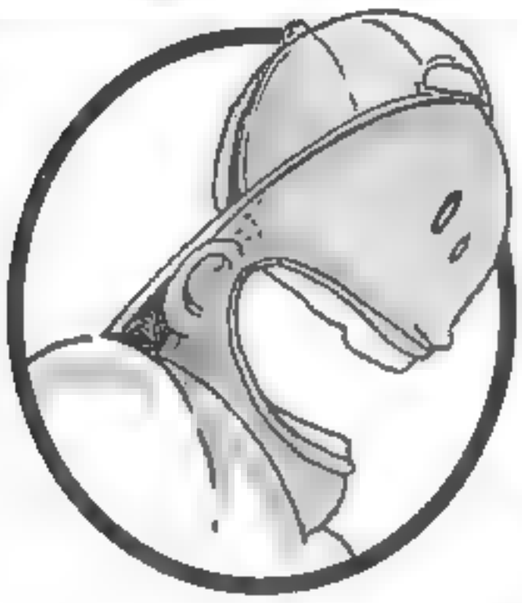
and so, trying to **fool Little Red Riding Hood,** the wolf put on her **grandmother's clothes!**
Gee, Debbie, I guess the **first time** I heard that story I was **too young** to **realize something!**
The wolf was a **cross-dresser!**

DOCTORS

Kaputnik, your **coverage** is **inadequate!**
Impossible, Doctor! My plan has **no deductible** and pays **100 percent!**
I'm talking about your **examination gown!**
David Berg

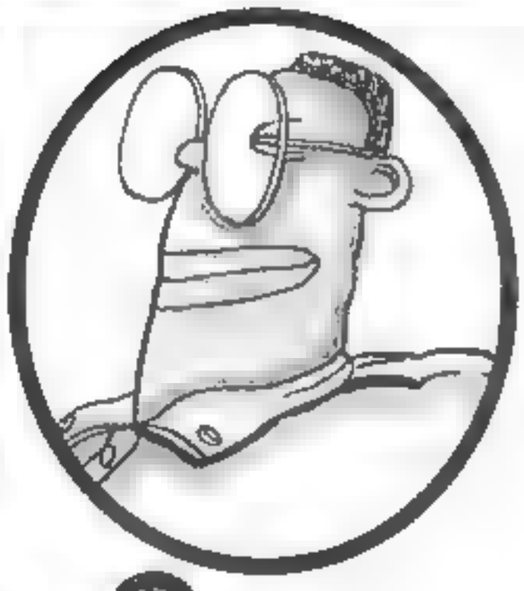
FEAR


Mort, it's me, **Seymour Galitzer!** Did you read the **obituary column** this morning? They **listed my name!**
Er, ah, yes, I **saw it,** Seymour.
. er, ah, can you **tell me** where you're **calling from?**



THE SCHMUCKS STOP HERE DEPT.

First, Simon met Garfunkel. Next, Black met Decker. Then, Simon met Decker and no one cared! It's in this meaningless tradition of culturally insignificant couplings that we welcome Jenkins and Melvin to the pages of MAD! Why are they here? To teach us right from wrong? To guide us through the intricacies of daily life? To entertain and amuse us? Hell no! They're here to be licensed, licensed, licensed! With any luck we'll have their ugly faces on t-shirts, lunch boxes and shammy cloths faster than you can say Garfield! Until then you can see them in



Melvin & Jenkins'

GUIDE TO PERSONAL FITNESS

Jenkins never smokes and avoids inhaling dangerous second hand smoke whenever possible.

Melvin knows he can get a semi-decent buzz just from licking ashtrays.

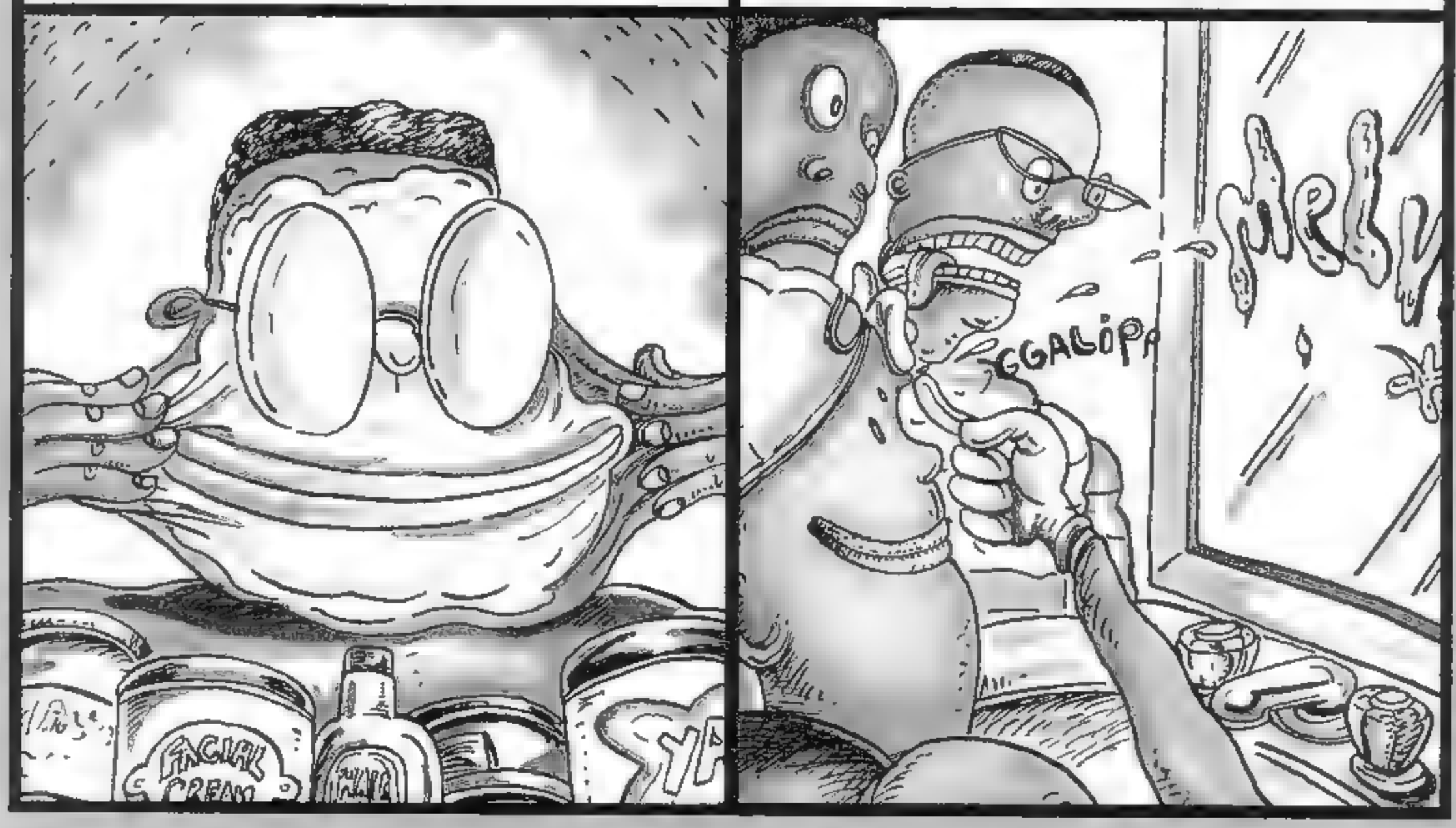
Jenkins tries to work out vigorously for at least an hour a day.

Melvin keeps a coffee can next to the sofa so he doesn't have to walk back and forth to the bathroom all evening.

ARTIST: KEVIN POPE WRITER: DESMOND DEVLIN

Jenkins knows that proper skin care is an important part of good health.

Melvin can write his name on the bathroom mirror with well-aimed squirts of zit juice.

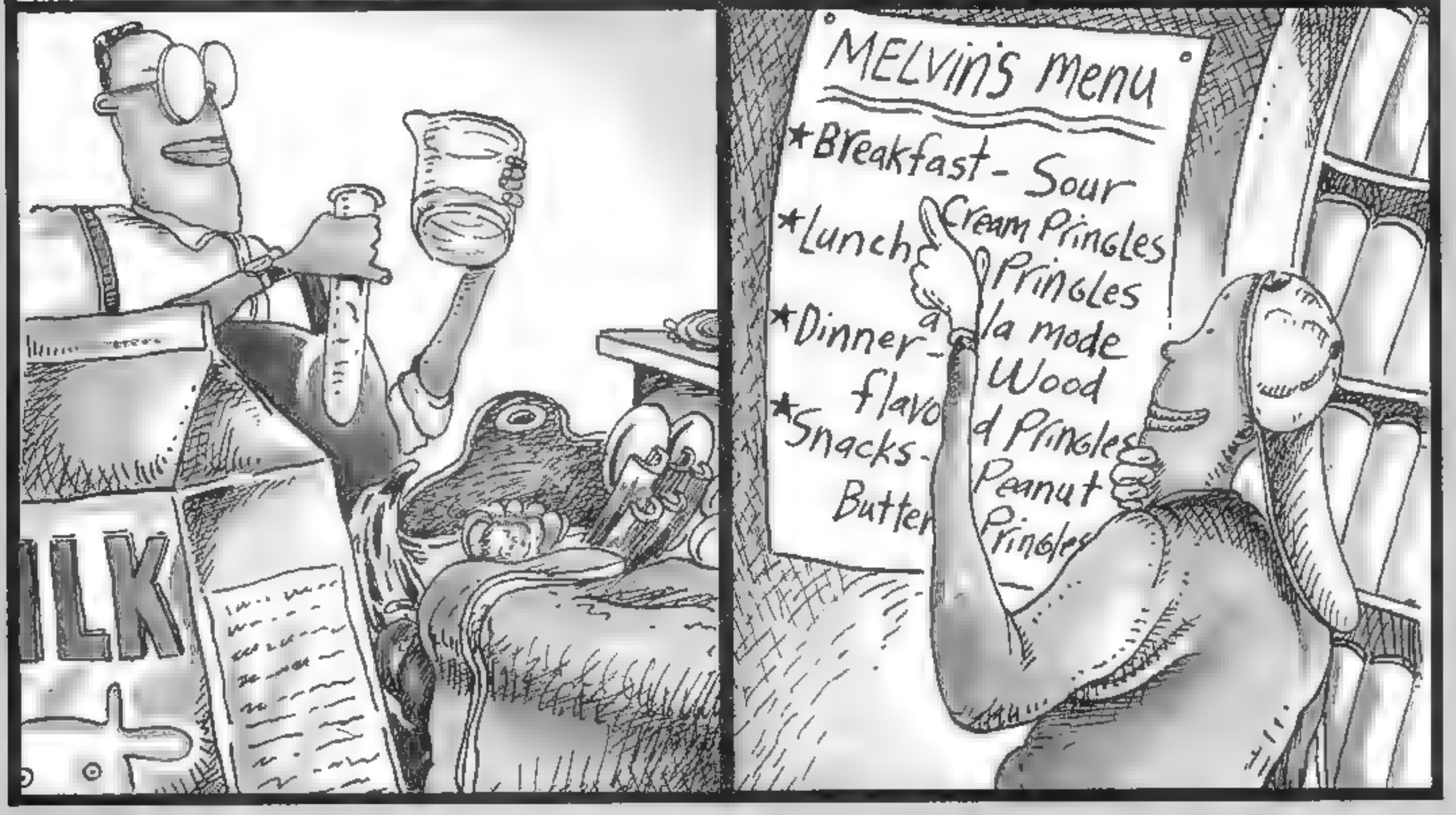


Jenkins is a proud member of the President's Council on Physical Fitness.

Melvin was once interrogated for mailing naked pictures of himself to the President's wife.

Jenkins is careful to partake of all four major food groups every day.

Melvin is careful to partake of at least four flavors of Pringles every day.


MILK
MELVIN'S menu
*Breakfast - Sour Cream Pringles
*Lunch - Pringles a la mode
*Dinner - Wood flavored Pringles
*Snacks - Peanut Butter Pringles

Jenkins begins a new weight training regimen by taking it slowly to avoid injury.

Melvin still pees blood from the time his friend bet him he couldn't lift the washing machine.

One Sad Sunday at St. Sebastian's

To date, the **church** has **paid out** over a **million dollars** for **lawsuits** against **priests** who have **molested young boys.** These are **just** the **cases** we **know about.**

As a **result** there will be a **second collection** this week!

ARTIST JOE ORLANDO WRITER ROBERT THERRIEN

GET THE PUCK OUT OF HERE DEPT.

For the last five years, MTV has gathered a group of seven petty, whining twentysomethings, put them up rent-free in a house they couldn't possibly afford otherwise, and had them duke it out over who left the half-eaten bowl of Count Chocula in the sink. And all for our amusement! But after five seasons in New York, Los Angeles, San Francisco, London, and Miami, about the only place left to film is Sandusky, Ohio! Perhaps the producers will take our advice, visit some new places and liven things up a bit when they begin work on...

FUTURE EDITIONS OF MTV'S

THE REAL WORLD

The Real World — Aboard the Space Shuttle

KHALID
The African-American Kick-Boxer

TANYA
The Super-Vain Model Wannabe

BIFF
The Airheaded California Surfer Dude

This is the true story...

...of seven really strange people...

...picked to live in a billion-dollar spacecraft...

...for no good reason whatsoever...

...to find out what happens...

...when people stop being polite...

...and start getting weightless!

GASH
The London Punk Rocker With Piercings Galore

CARLOS
The Attention Deficit-Disorder Veterinary Student

TIFFANI-TAMI
The Suburban Mall Girl

ISHI-YO
The Pauly Shore Groupie

Hey, can you pick up any tunes on that radio?

Nah! It's just some NASA guy — and he's really starting to bug me!

...REPEAT EMERGENCY RETRO-ROCKET FIRING! YOU MUST ACT IN THE NEXT •click•

Later dude!

Nobody told me that being weightless would make my hair do THIS!

Look at how bad the pollution is! It's practically covering up the entire Earth!

Uh Ishi-Yo, those are just, like, clouds!

Oh! Well, they should still do something about them! They're ruining our view!

Wow! The Earth looks just like a map!

Except those lines between the countries are gone! What happened to them?!

Beats me! Maybe it was, like, part of that Berlin Wall deal!

I've got an idea! Let's play "Challenger"!

CLIC!

Carlos, that is just, like, SO not cool!

What can I say? My shipmates just don't get my sophisticated brand of comedy!

Khalid! You left the air-lock open again!!!

Don't give me that "airlock" stuff! We all know what this is really about — you're a racist!

The Real World—Homeless in the Big City

ANGUS
Ireland's Premier Bono Impersonator

LITTLE FEATHER
The Native American Shot-Putter

ANNETTE
The Scottish-American Dope-Head

This is yet another true story...

...of seven even stranger people...

...thrown together like animals in a zoo...

...in exchange for 13 weeks of fame...

...to find out what happens...

...when the show's rental budget runs out...

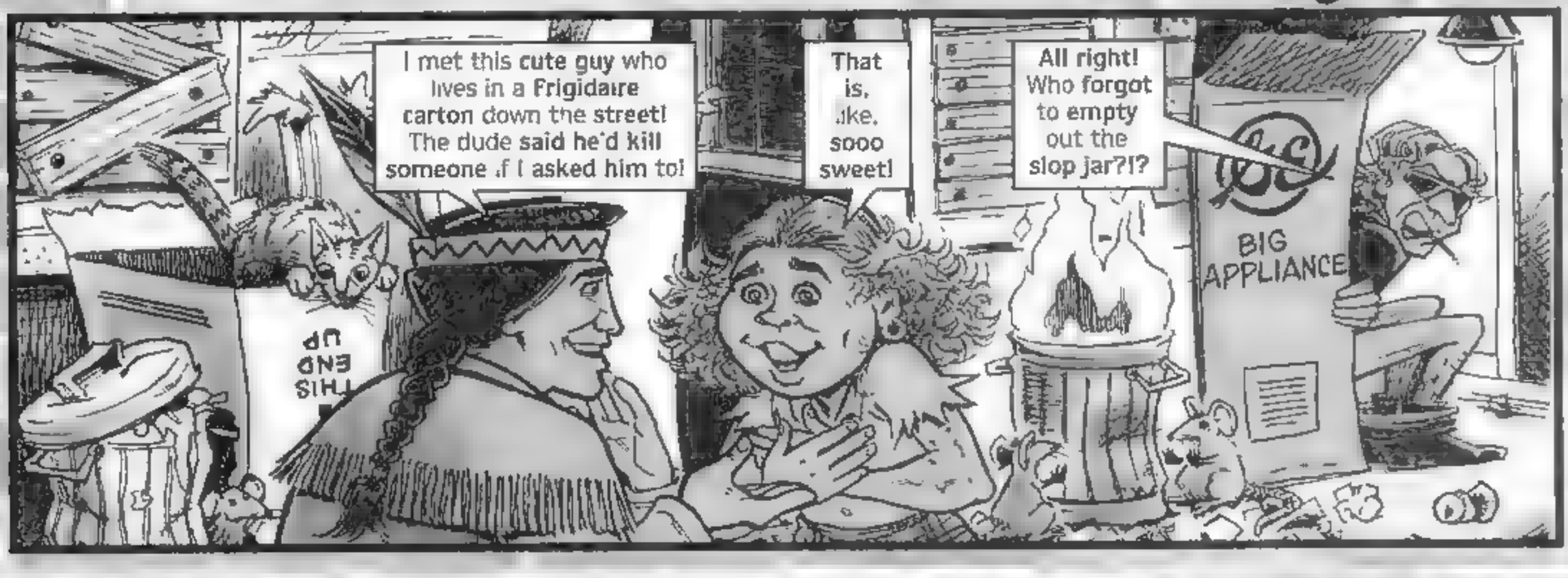
...and they're forced to survive on the streets!

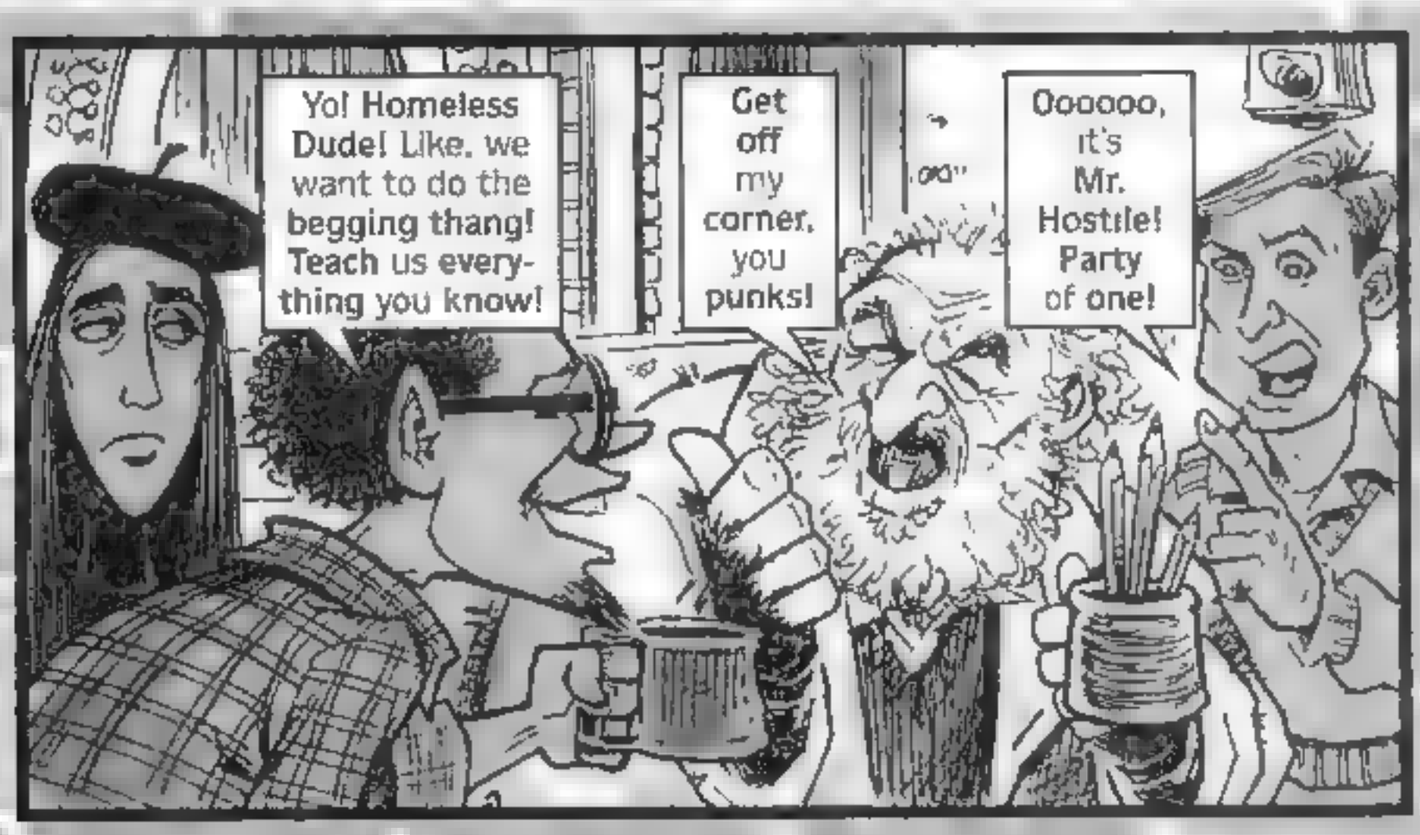
LING-SOO
The Innocent Girl Next Door

MINERVA
The Depressed Feminist

BOB
The Strait-Laced Republican Poet

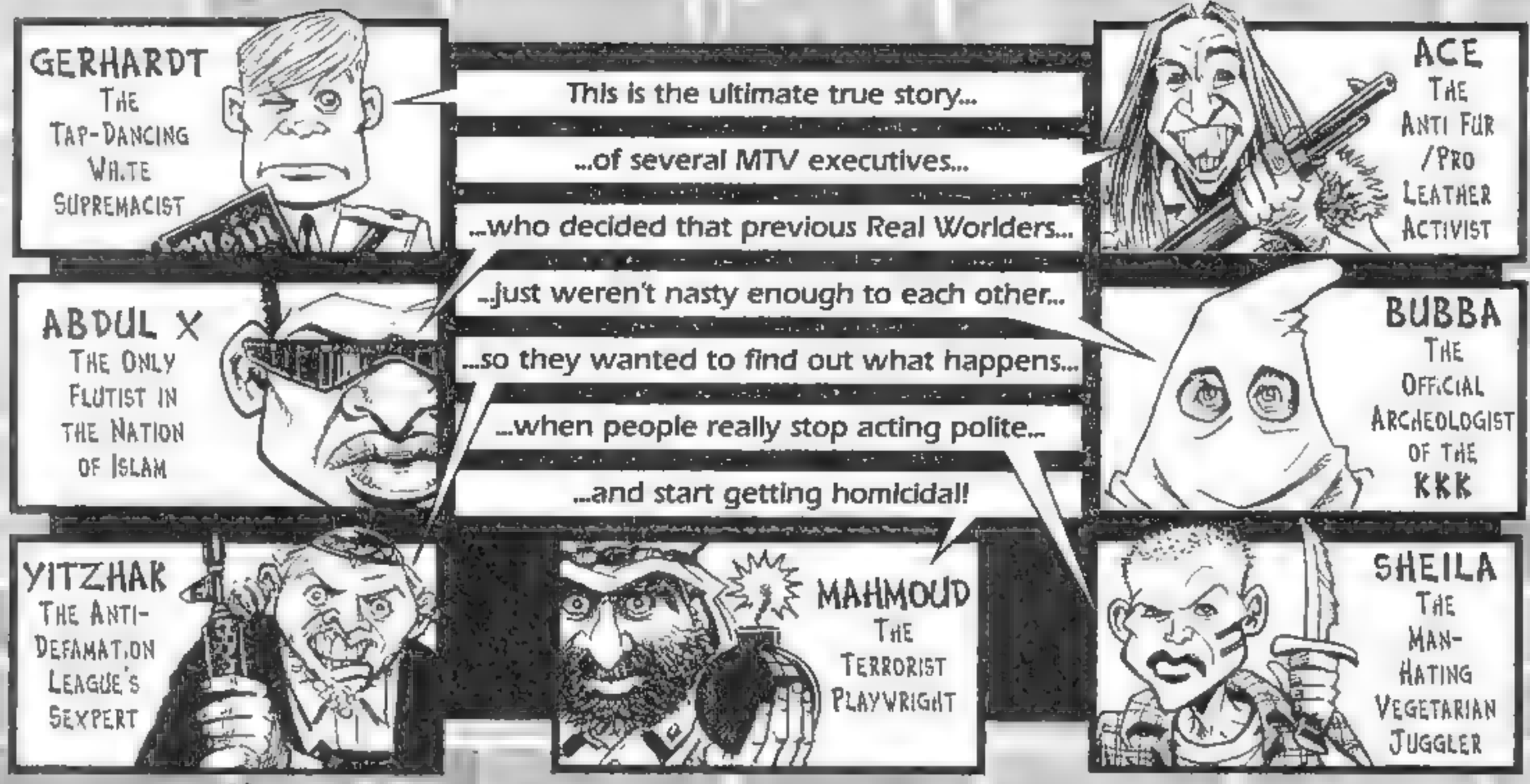
STINKY
The Pungent Filmmaker

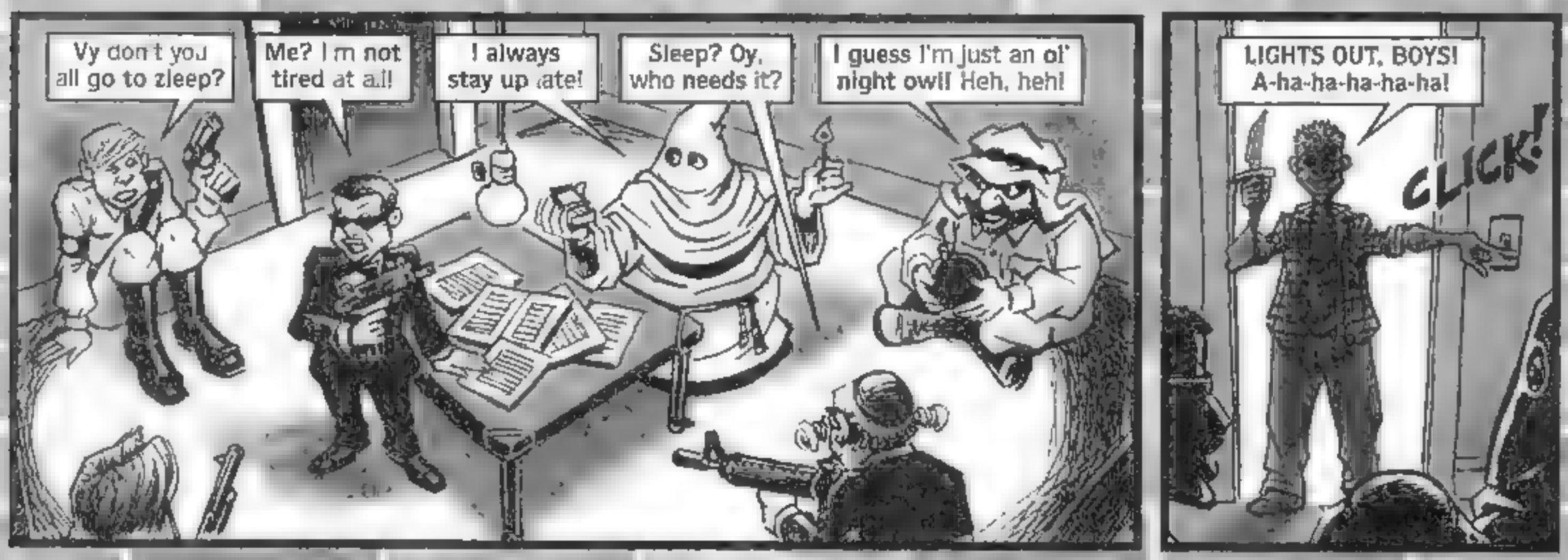

I met this cute guy who lives in a Frigidaire carton down the street! The dude said he'd kill someone if I asked him to!
That is, like, sooo sweet!
All right! Who forgot to empty out the slop jar?!?
THIS END UP
BIG APPLIANCE


Yo! Homeless Dude! Like, we want to do the begging thang! Teach us everything you know!
Get off my corner, you punks!
Oooooo, it's Mr. Hostile! Party of one!

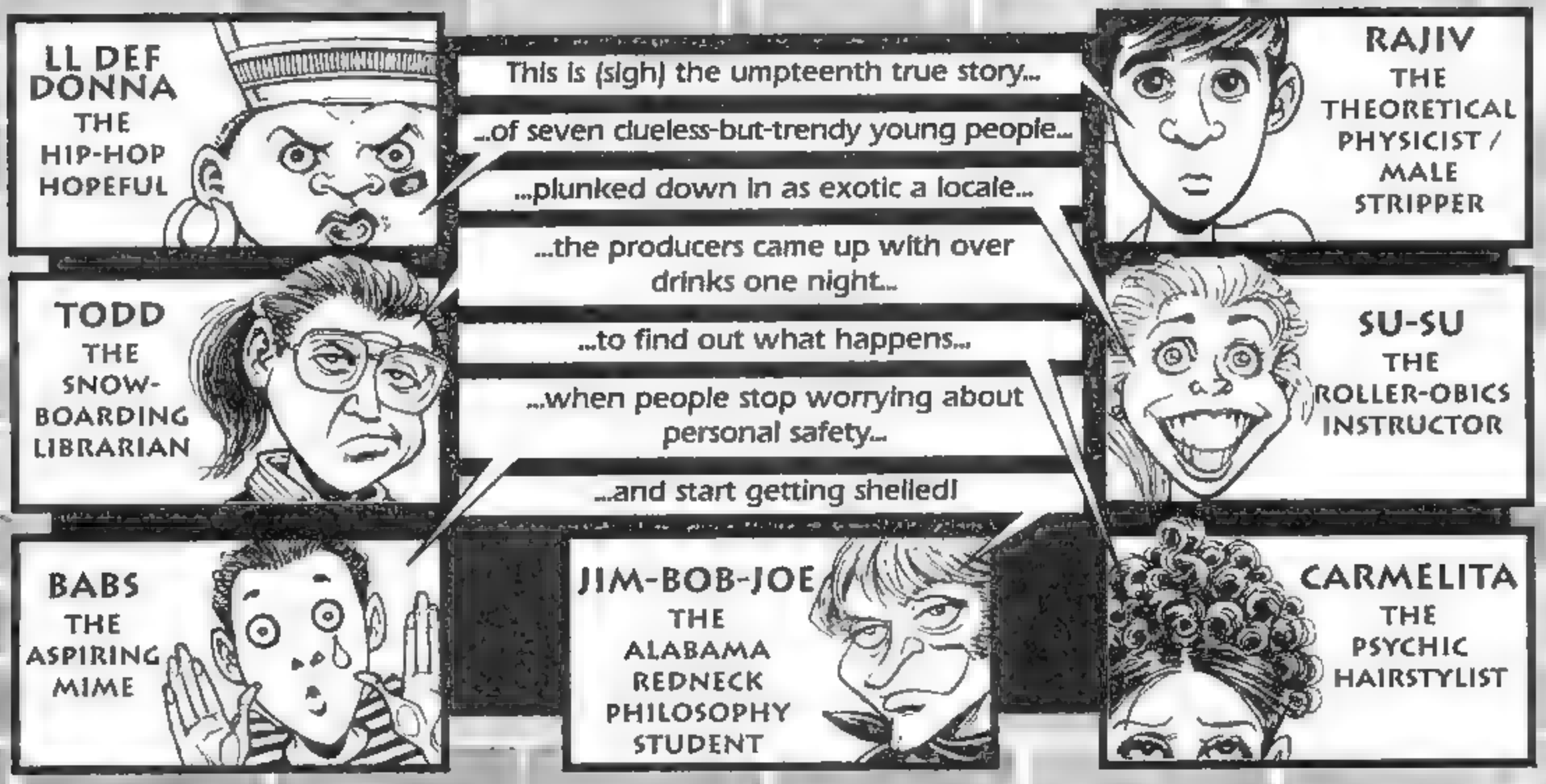
I never knew being homeless was so depressing! This is worse than the time I got that huge zit right before Lollapalooza!
Tell me about it! I haven't felt this bummed since Kurt Cobain killed himself!

The Real World—With Ultra Extremists


GERHARDT
THE TAP-DANCING WHITE SUPREMACIST
ACE
THE ANTI FUR /PRO LEATHER ACTIVIST
This is the ultimate true story...
...of several MTV executives...
...who decided that previous Real Worlders...
...just weren't nasty enough to each other...
...so they wanted to find out what happens...
...when people really stop acting polite...
...and start getting homicidal!
ABDUL X
THE ONLY FLUTIST IN THE NATION OF ISLAM
BUBBA
THE OFFICIAL ARCHEOLOGIST OF THE KKK
YITZHAK
THE ANTI-DEFAMATION LEAGUE'S SEXPERT
MAHMOUD
THE TERRORIST PLAYWRIGHT
SHEILA
THE MAN-HATING VEGETARIAN JUGGLER


Vy don't you all go to zleep?
Me? I'm not tired at all!
I always stay up late!
Sleep? Oy, who needs it?
I guess I'm just an ol' night owl! Heh, heh!
LIGHTS OUT, BOYS! A-ha-ha-ha-ha-ha!
CLICK!

I really think that Sheila has some unresolved hostility issues to work through!
Come on Sheila, YOU killed them, YOU should clean up the bodies!
If it bothers you so much, Mahmoud, why don't YOU do it?
Damn! You know I have the Israeli Consulate to blow up this afternoon! I've been planning it for weeks!
Sorry, bud! This woman doesn't do house-cleaning!



The Real World - Bosnia

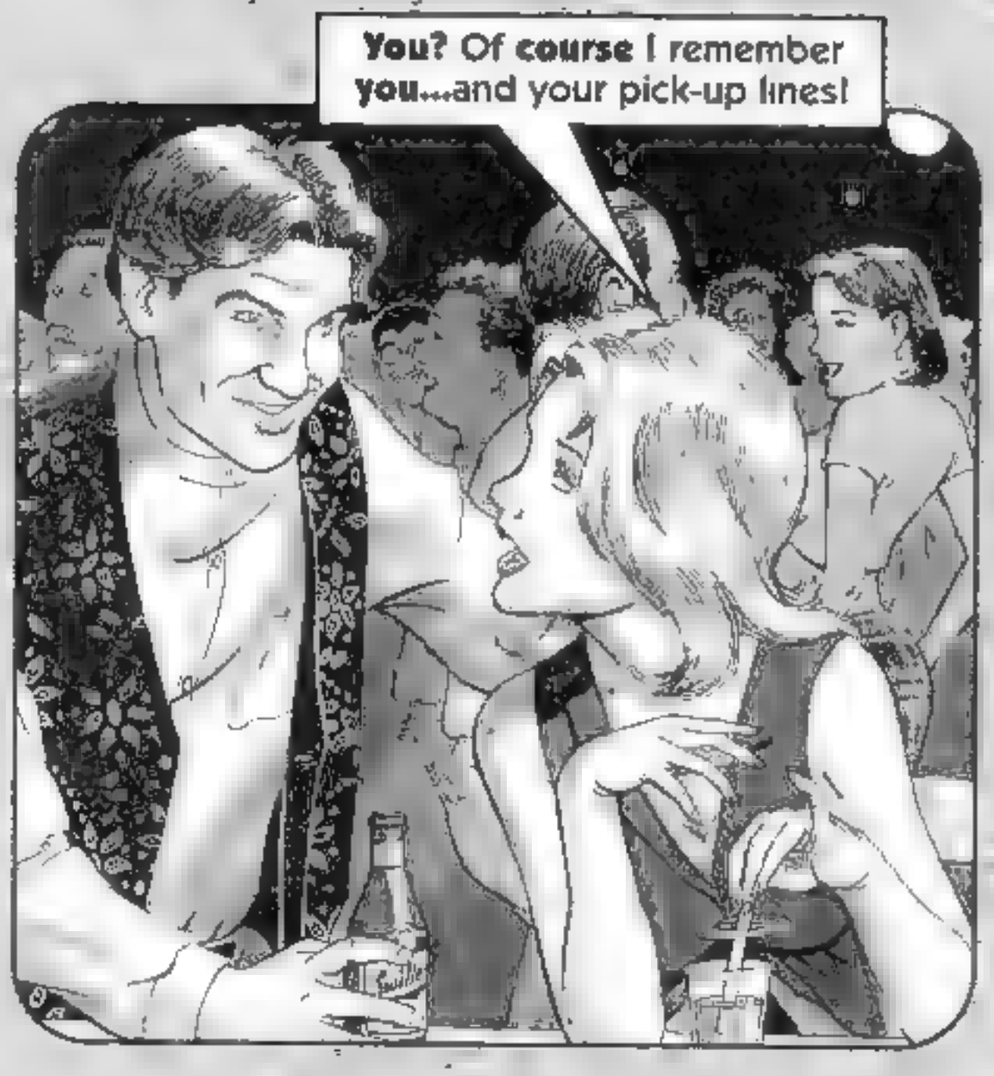
How am I going to finish my rap opera with all this @#$*ing noise going on?!?
If those Serbs 'n' Bosnians jest set down together with a bottle of Jack Daniels and some Garth Brooks, they'll forget all 'bout shootin' each other!
BOOM!
BLAM!

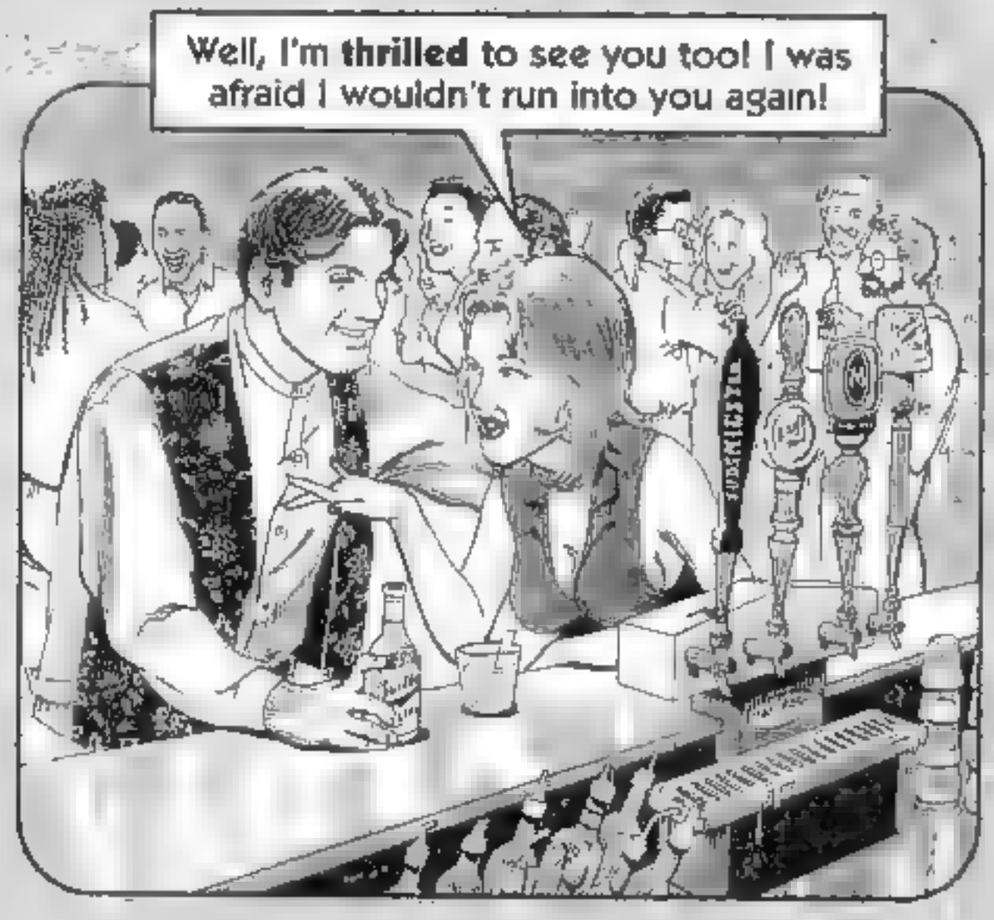
One...two...one...two — Hey! Why aren't you working out with me?
There's a WAR on!
Oh, sure! There's ALWAYS an excuse, isn't there? "I'm too tired!"..."I don't have the time!"..."People are shooting at me!" Puh-leeze!

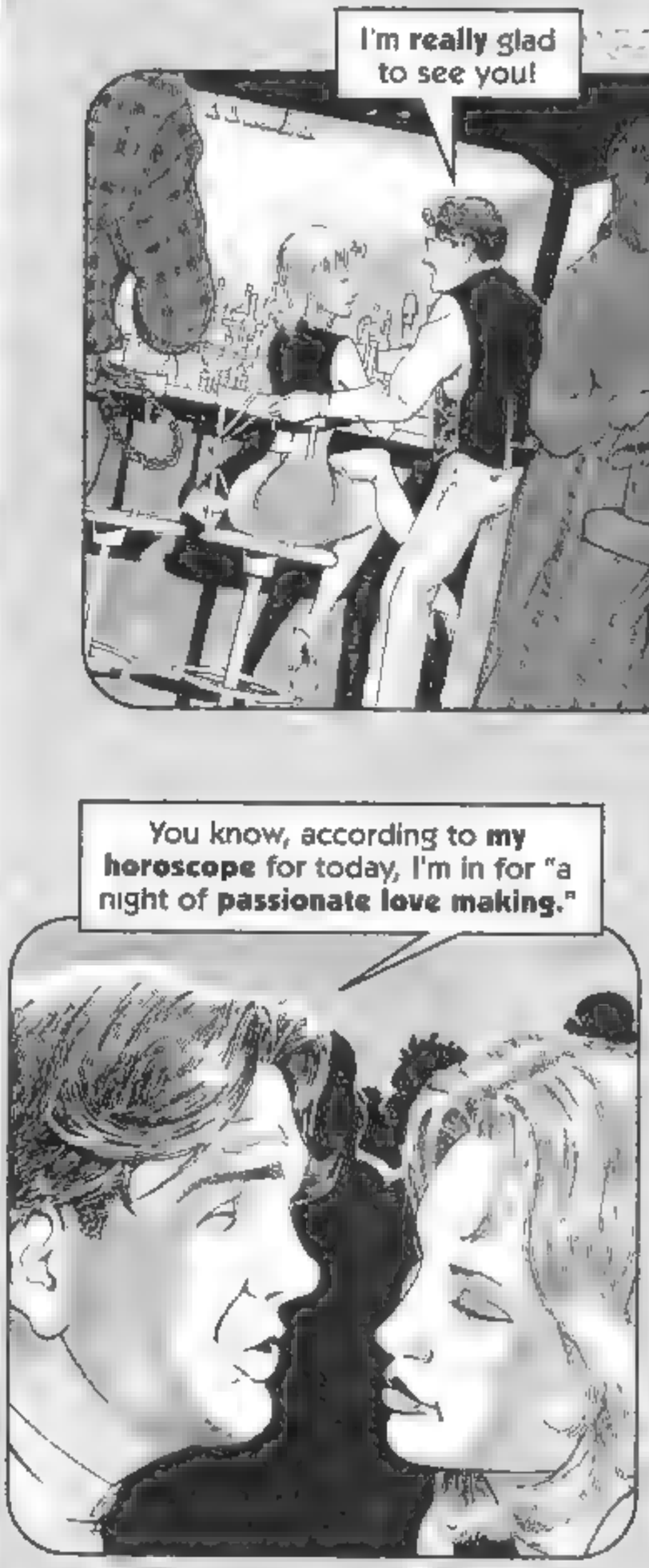
No way!
No way!
Way!
Way!
There is no way *Party of Five* is a better show than *Melrose!*
Look out! It's one of those 'mortar thingies!
BOOM!
Just as well! Now we don't have to tell him we all got together and voted him out of the bunker!

DIAL TO SEE

AND NOW AN ABSURD FROM OUR SPONSORS DEPT:

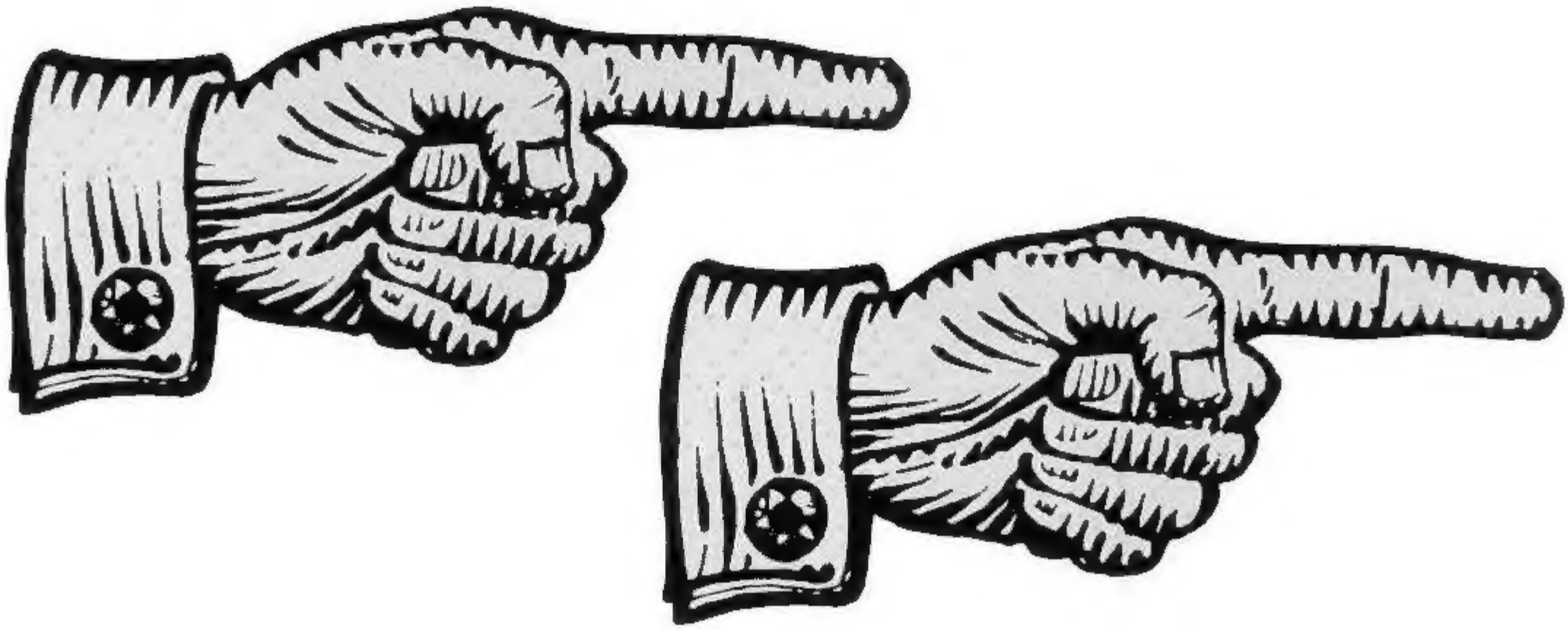






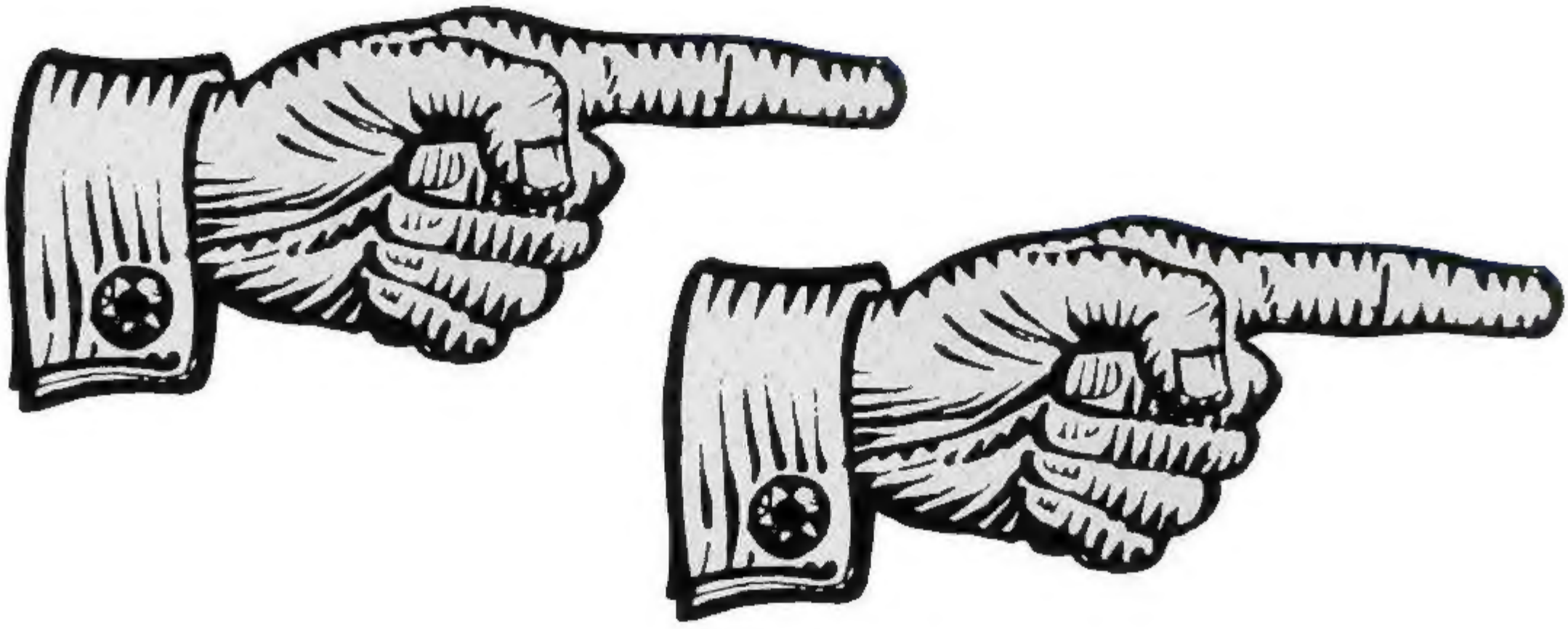
ARTIST: TIMOTHY SHAMEY — WRITER: DICK DEBARTOLO

SOMETIMES IT'S HARD TO TELL IF IT'S A COMMERCIAL OR NOT



Nothing to see here!

Please skip ahead.



WHERE HAS AN UNEXPECTED SUPPLY OF CRUDE RECENTLY BEEN DISCOVERED?

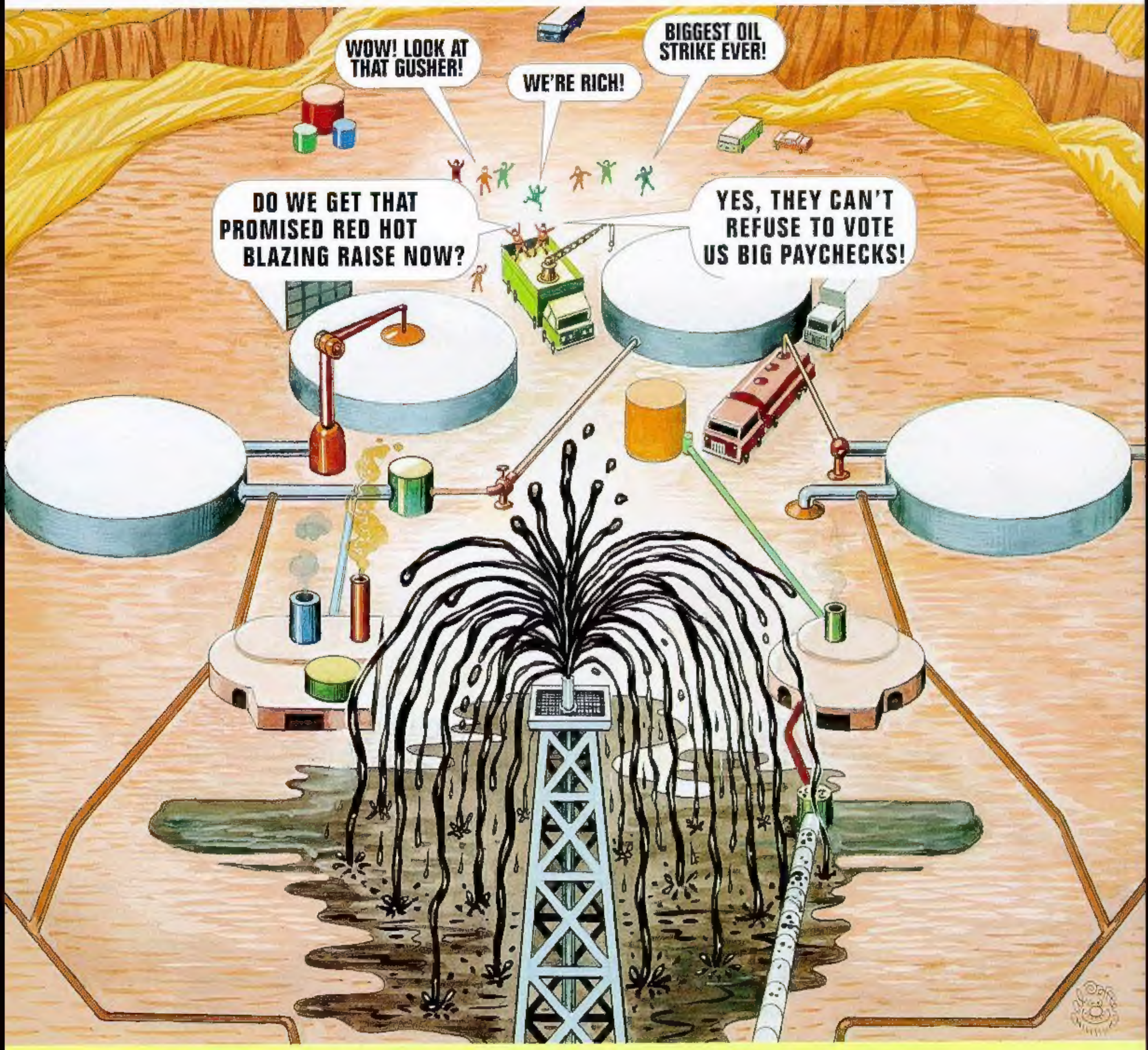
HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

American oil companies are always on the lookout for new locations to discover crude. Everybody knows, it can be a dirty business fighting for the drilling rights. Recently, however, a major strike occurred in an unlikely place. To find out where this surprising eruption took place, fold page in as shown.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT ◀B FOLD BACK SO "A" MEETS "B"


WOW! LOOK AT THAT GUSHER!
WE'RE RICH!
BIGGEST OIL STRIKE EVER!
DO WE GET THAT PROMISED RED HOT BLAZING RAISE NOW?
YES, THEY CAN'T REFUSE TO VOTE US BIG PAYCHECKS!

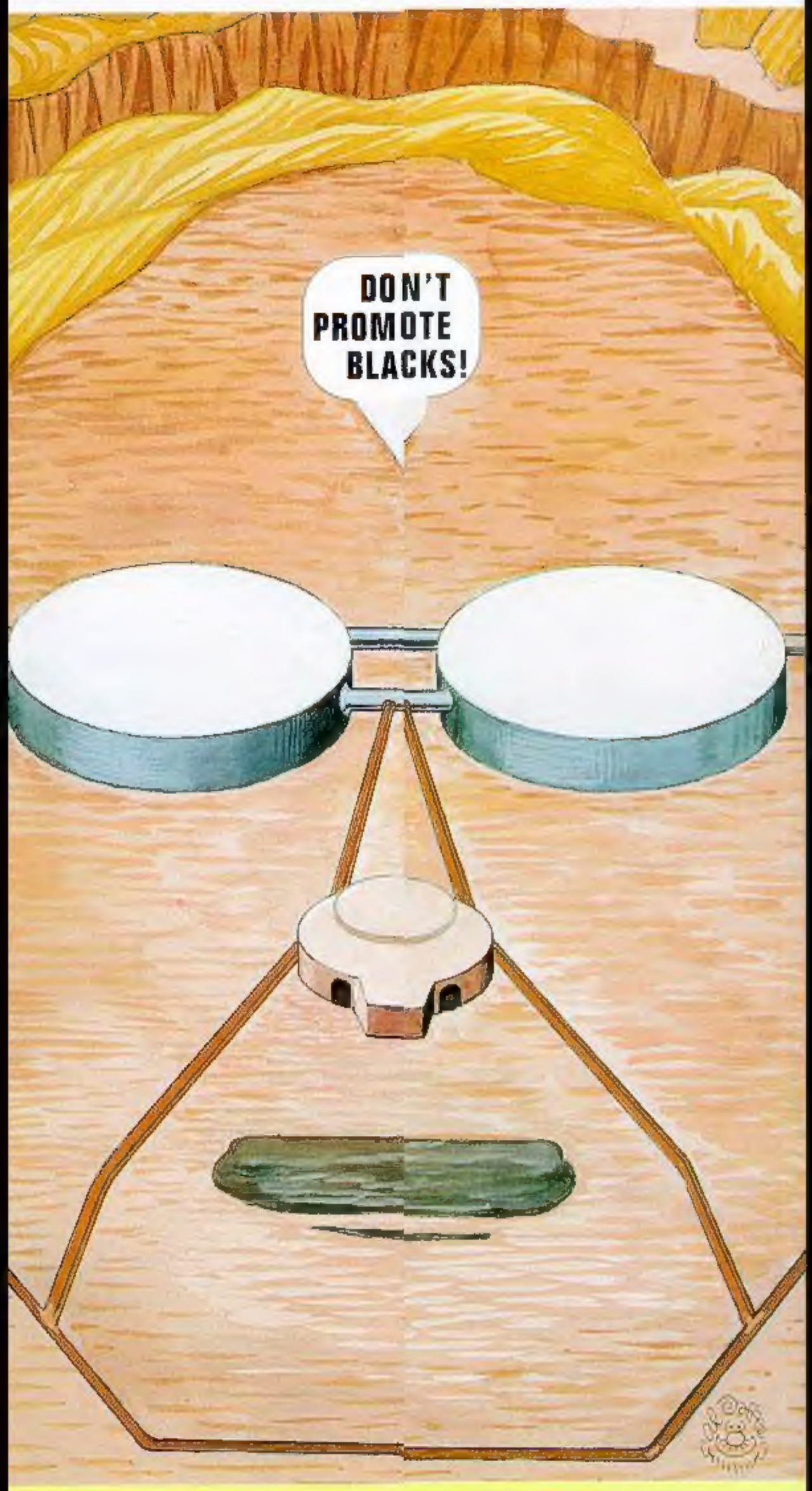
IN THE TERRIBLY RISKY OIL GAMBLE, A GUSHER IS EXACTLY WHAT WILDCATTERS PRAY FOR. THEY GO BOLDLY DRILLING IN OCEANS, DESERTS AND HARD-ROCK MOUNTAINS HOPING FOR THE NEXT OIL BOOM

A ▶ ARTIST AND WRITER: AL JAFFEE ◀B

WHERE HAS AN UNEXPECTED SUPPLY OF CRUDE RECENTLY BEEN DISCOVERED?

FOLD PAGE OVER LIKE THIS!

A ▶ ◀ B FOLD BACK SO "A" MEETS "B"



IN THE TEX-
ACO
BOARD-
ROOM

A ▶ ◀ B

ABSOLUT WINTER.

A MAD AD PARODY